

PRINTERS' INK

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A JOURNAL FOR ADVERTISERS

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NEW YORK, NOVEMBER 21, 1935

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The New

LINCOLN-ZEPHYR

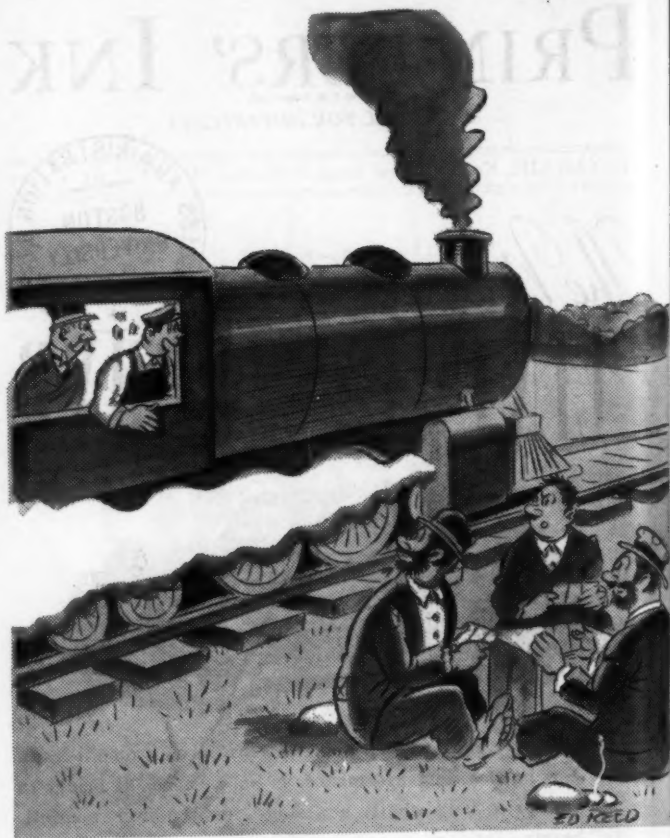


The LINCOLN-ZEPHYR, born in the Lincoln tradition, is new in idea, in performance, in appearance. It brings to the medium-price field wholly new standards of power, comfort, safety, beauty—and expresses, in its own way, the purpose of Lincoln and Ford to provide outstanding value in each price class.

It has been the privilege of N. W. Ayer & Son, Inc., to participate from the beginning in promotion plans for this distinctive automobile. Preparations over a period of many months are now reflected in the announcement program. The new car offers us opportunity, again, to interpret the great organization which alone has made possible its building.

N. W. AYER & SON, INC.

Washington Square, Philadelphia • New York • Boston • Chicago
San Francisco • Detroit • London • Montreal • Buenos Aires • São Paulo



"I'm ahead of schedule, could you use a fourth?"

ALERT advertisers who give a big push to sales efforts through the 275,028* circulation of The Des Moines Register and Tribune are always ahead of scheduled gains. Business is ace-high in Iowa. A billion and a half dollar market plus 43% coverage at lowest milline rates in Iowa is a winning hand that can't be beaten.

*September, 1935, 6 months average.

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PRINTERS' INK

NEW YORK, NOVEMBER 21, 1935

This Week

ABOUT a yardstick, there is this consoling fact: It not only condemns: it also confirms.

To him who reads this week's leading article, in which Richard Dunne describes **five methods for evaluating media**, there remains the comforting conclusion that the scientific mind not only disproves: it also proves. It may even prove a hunch. Yet—

"There may be some," Mr. Dunne concedes, "who yearn for the good old days when a \$5,000 appropriation was split forty ways and when there was a premium on personalities."

And he goes on to warn: "These newer methods place a premium on facts and their interpretation."

Incidentally, in the course of his helpful article, Mr. Dunne reveals, in connection with media studies, an interesting example of agency co-operation.

Although his predicament is no cause for alarm, **Walter P. Chrysler is undergoing an ordeal**. This week, opening "A Preface to Advertising," Mark O'Dea discloses that Mr. Chrysler's ordeal is the travail of one who, in a world of impersonal advertising, stands alone in advertising space. He talks about his products as if he had created them—which oddly enough, is what Mr. Chrysler actually did.

When you wade around in the law on ideas, you're almost sure to stub your toe on a water-logged and knotty thing called *respondent superior*. And so I. W. Digges, of the New York Bar, explains *respondent superior* and a number of other matters under the head-

ing "Idea Suit Protection." Mr. Digges quotes questions he has been asked, and answers them.

When, in the convention hall, the chairman of the board—he's known, affectionately, as Skipper Glutch—arises to deliver the opening address, a salesman named Snorky Budd—he's on his territory on account of not having made quota—hears not even an echo. E. E. Irwin blueprints methods by which conventions may be transmitted to the didn't-get-there's. See: "For the Stay-at-Homes."

This week, P. I. offers the first fruits of a study into **sampling-to-consumers**. In its full development, the study will round up the methods of samplers to the number of fifty-five. This week's information comes from: General Foods, Bristol-Myers, Charles E. Hires Company, Columbus Coated Fabrics, and Davidson Rubber.

The first salesman talks product. A product-talker, also, is Salesman No. 2. Salesman No. 3 opens a grip, hauls forth a pair of overalls, and says to the operating chief: "Show me that belt job." And thus reasons W. E. Irish, editor of the *Industrial Equipment News*, do salesmen sell today to industry. See: "Industrial Approach."

And speaking of production, we're assured by Andrew M. Howe, who passes it on from Secretary Wallace, that next year there'll be no restriction on the propagation of pigs. **Meat**, after all, has a

story. And that story, Mr. Howe insists, ought to be told. The industry, he feels, ought to answer such questions as: Why should anyone eat a pork chop?

* * *

Snap up the appearance of your direct mail. Invest it with appeal and with pull. So plan your pieces that they will lead prospects to your customers' stores. How? Under the heading, "**Dealers Like These Folders,**" read of the experience of the Curlee Clothing Company.

* * *

Two weeks ago, a court in Brooklyn held New York State's fair-trade law constitutional. And now, a court of similar rank in White Plains called it unconstitutional. This week, P. I. reports on the White Plains case—**Doubleday-**

Doran vs. Macy's—which is pointed higher for a friendly and final test.

* * *

"What people want today," reasons Paul C. Yount, advertising manager of the Hobart Manufacturing Company, "is something darned old, or something darned new." Guided by that reasoning, Mr. Yount has overhauled a house magazine. See: "**House Magazine, New Style.**"

* * *

Among the qualifications essential to a young man about to enter advertising is a virtue known as *drag*. Who says so? A young man who has it. He begs his elders please not to think him cynical. But he begs them, also, to remember, while they're talking about the neophyte's specifications, that "social contact will foster a multitude of successes."

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MORE CHECKS . . . MORE MONEY



MORE SALES THROUGH ADVERTISING

Highest of any month since January 1932, check transactions for October, as measured by Providence bank debits, registered a gain of nearly 10 per cent. over the same month of last year and were greater than any October total since 1931.

With these Providence banks and their state-wide branches possessing 88 per cent. of the state's total banking assets, this 10 million dollar gain points specifically to increased business and to bigger sales potentials throughout the Providence-Rhode Island market.

To increase your sales at least expense through advertising pick a market where business is definitely better . . . pick Providence. And for economical, effective market coverage pick the Journal-Bulletin combination, the dominant advertising force in New England's Second Largest Market.

Providence Journal - Bulletin

CHARLES H. EDDY CO. NEW YORK TAYLOR & HARRIS CO. PHILADELPHIA J. J. HARRIS CO. BOSTON J. J. HARRIS CO. CHICAGO J. J. HARRIS CO. ST. LOUIS J. J. HARRIS CO. ST. PAUL



For the people
to whom nine-
tenths of your
advertising is
directed.....

A NEWSPAPER itself gives the best indication of its value as an advertising medium. In its pages you can see its readers—the staid, conservative type who haven't changed an idea in years; the showy, sensation seekers; the sports; the home-loving folks.

If you know The Milwaukee Journal, you know Journal readers to be real folks, *your* kind of folks—alert, steady, responsive, able to buy, the folks to whom nine-tenths of your advertising is directed.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

O'Mara & Ormsbee, Inc. New York Chicago Detroit Los Angeles San Francisco

New Tools of Space Buying

Five Methods of Media Evaluation, as Used by Four Leading Advertising Agencies

By Richard Dunne

THE selection of media and the purchase of space were the primary functions of the earlier advertising agencies. They were mainly brokers, buying space as cheaply as possible and selling it at a profit. Later, emphasis on copy, art, and research tended to place media in the background.

There is now, however, definite evidence that in many organizations the media department is considered to be equal in importance to departments charged with the conduct of other

major agency operations. While it may be difficult at times to prove that the success or failure of a campaign was due to the choice of media, it is certainly a contributing factor and therefore worthy of continuous study. The time will come when more media experts will rate the same prestige as art directors, copy chiefs and account representatives.

I have been an agency buyer and am now a space seller—so there is a twofold reason why I want to know about the contributions to the study of media being made by my one-time confrères—particularly with relation to the selection of markets and newspapers. The opportunity of canvassing all the agencies on this particular subject has not come to me, but I have uncovered some studies that interest me—and may interest others.

There is no "Blackstone," no bibliography on the subject of media that the novice or even the more seasoned buyer can turn to for guidance or inspiration. Whatever progress is made in the field of media analysis is the result of individual initiative. The Audit Bureau of Circulations, Standard Rate & Data Service, Census

♦ Bureau Reports of Distribution, Retail Sales, etc., now offer tools that were not available until a few years ago and without which these later studies of media would not have been possible.

The five methods of evaluation about to be outlined are the result of a serious effort to work out a common denominator which can be applied to a variety of situations with some measure of accuracy. There are, of course, numerous studies that have been made for individual advertisers, but the studies here described have a more general application. First there is an "investment study"—so termed by its author because two of its three factors involve the cost of a particular size campaign.

First Factor: Shows the newspaper circulation per 1,000 families in the *retail trading zone* for each market of 50,000 population and over, and measured against a par of 333 families per 1,000. This "par" was established to measure circulation for two types of campaigns, those designed to reach individuals as well as families.

While for many campaigns a coverage of 250 per 1,000 families



FOR CENTURIES, woman's only place was in the home.

Her resolve to win equal rights with man was based upon the most powerful of all emotional needs . . . the urge for effective self-expression. It started as far back as the Reformation, with a revolutionary appeal for social justice to women. The idea was beaten down. But the seed had taken root, its roots were hardy, and all over Europe it sprang up again and again.

It remained, hundreds of years later, for a specific, basic idea to crystallize this movement . . . lead it to success. With "VOTES FOR WOMEN" as her war cry, woman in every state in America made a gallant, victorious march to recognition—at the polls, and elsewhere.

ISN'T THAT, substantially, the history of every truly successful sales campaign?

It begins with a worthy product. Around this are organized the sales staff, the sales outlets, the sales territories, outlets, quotas. Yet, the selling finally must be to people, the mass, the picture of success that will not complete.

The millions buy *ideas*. Not only food to fill their stomachs but foods socially accepted, scientifically endorsed. Not only clothing and shelter, but style

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WALT



stantially, dress, style in their dwellings.
 uly success give this worthy product, this
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 it to the millions through ad-
 vising. Keep telling it. Never let
 forget it.
 great publisher has said, "Rep-
 ution is reputation." But get some-
 that will stand repetition—a
 idea. This is the only way
 and leadership that has been
 stantly demonstrated.

J. Walter Thompson Company is composed of men and women who have seen this principle of selling demonstrated so often, that they are firm believers. Consequently they are content to send a product to market only when it is armed with a basic idea.

Favorable votes for products advertised through this agency are cast, day after day and year after year, at every sales counter.

J. WALTER THOMPSON COMPANY Advertising

is an adequate minimum, the higher figure of 333 per 1,000 or 33½ per cent permits the use of this study in connection with campaigns designed to reach individuals where slightly higher coverage is considered desirable. This "par" also allows for duplication that might exist when more than one paper is used in a particular market.

Second Factor: Shows the cost of a 10,000-line schedule for these same papers per 1,000 families. A par is set up based on the average cost in papers in other cities of the same population, to permit comparison of an individual situation with its group average.

Third Factor: Is a compilation of the cost of the same schedule and newspapers per each \$100,000 of food sales. A similar comparison is also possible on drug or total retail sales, etc. A par consisting of the average of the population group in which it falls is also used for this factor.

A separate graph sheet was made up for each of the markets, containing a horizontal bar for each of the three factors with a vertical line indicating the extent to which each factor exceeds or falls short of its par.

With this study its author when comparing two markets can tell at a glance—

1. The number of papers necessary for adequate and comparable coverage.

2. The comparative cost of reaching a definite number of families in each market for a uniform size schedule.

3. Which market offers the greatest potential in terms of the investment required in relation to the volume of sales in a particular classification.

Another analysis is a circulation coverage study and was evolved from a list of Sunday papers originally selected in the usual manner of choosing papers in the larger cities and going down the list in size as far as the appropriation will permit.

To make certain that no important territory was overlooked, the circulations of each paper on this list were measured against the

number of families in each county in which they circulated. When the coverage was equal to 25 per cent or better of the families in the county, the county was credited to this particular paper and so on down the list.

When this phase was completed, the counties credited to each paper were plotted in a distinctive color on a large U. S. county map.

With this map, it was possible to note the area of coverage of the various papers, eliminate the possibility of any important area or market being overlooked and then make such adjustments as were found necessary. It was particularly interesting to see how successful some of the smaller Sunday papers have been in holding their own territory against their larger metropolitan contemporaries.

Next there is a rate study, designed principally to determine whether the rate of a particular paper is equitable when compared with others of equal or approximately the same circulation. The study was compiled by listing on individual three by five cards the names of each English language paper listed in the Standard Rate & Data Service, except those whose circulation figures were missing and omitting a number of miscellaneous papers. Each card noted the circulation, rate, milline rate, whether a combination or not, and A. B. C. membership or lack of it. There were 1,587 individual cards made out, covering 83 per cent of the 1,905 daily papers in the country.

The cards were arranged in fifty-seven groups—500,000 circulation and over, 400,000 to 500,000 down to divisions of 1,000 or less in the smaller circulation units. Each group was then tabulated to show:

- Number of papers in each group,
- Total circulation,
- Total line rate,
- Average line rate,
- Median milline rate,
- Composite milline rate,
- Number of A. B. C. members,
- Number of combinations.

The practical use of this study

(Continued on page 94)

FRAMEWORK



Sizzling rivets are pounded home with a noisy clatter as the steel goes up . . . a framework for the job. An advertising schedule in New York must be constructed in much the same way, with a strong framework to carry the brunt of the selling job. Reaching a responsive audience of over 300,000 families, The Sun is a newspaper that fits into New York schedules as a foundation medium. Its appeal is to that element whose buying plans are most likely to dovetail with your selling plans.

The  Sun

*The Newspaper of Distinction in its Readers,
its News and its Advertising*

NEW YORK

The Ordeal of Mr. Chrysler

No. 1 of a Series: "A Preface to Advertising"

By Mark O'Dea

OF today's articulate advertisers, Walter P. Chrysler typifies the old-time, intimate technique of seller addressing buyer.

His periodic proclamations in the first person recall a passing vogue in printed salesmanship while emphasizing one of its most potent applications. Today few products are presented personally by their makers.

Let us review the parade of personalities of the past, so we may view Mr. Chrysler from the proper perspective.

Not going too far back, there was Lydia Pinkham, militant feminist who justified her daring with the claim that "It takes a woman to understand a woman's ailments."

—Dr. Munyon and his countless colleagues who painted barn-sides, flooded the country with almanacs, conducted medicine shows.

—Wm. L. Douglas, the poor shoe cobbler who became successful.

—the automobile heroes: R. E. Olds and his "Farewell Car," Howard E. Coffin and his Board of Engineers.

—the fiction characters: The Hires boy holding his mug of Hires Root Beer; the Baker lady with her cups of chocolate; the ever-wet Uneeda boy in his nautical slicker; the Scott's Emulsion fisherman with a whalish cod hanging from his shoulder; the Cream of Wheat dandy; the Wool Soap twins.

—then the named celebrities: The poetic Phoebe Snow, always immaculate because she traveled on The Road of Anthracite; Sunny Jim—an early apostle of Pollyanna, a cross between Coué and Elbert Hubbard—Aunt Jemima.

Out of this weird and pioneer group, often uncouth, came a new and glittering aggregation—not the manufacturers nor their creatures

—but ecstatic users. Queens and society leaders proclaimed the virtues of Pond's facial creams. Opera and stage stars, whose livelihoods depended upon their voices, proved that Lucky Strikes are kind to the throat, and athletes agreed.

Unlike the voluble Lydia, ever urging her Compound, today there is no Mrs. Pond to proclaim her creams. No Dr. Fleischmann tells of his yeast. Sunny Jim has been replaced by Mickey Mouse. And nowadays, the fickle athletes, terrified at losing their wind, have joined the Camel sales force.

Elizabeth Arden, Dorothy Gray, Helena Rubinstein, none of the cosmetic gentry, except the fictitious Lady Esther, speak intimately, woman to woman. Mr. Heinz never addresses us on pickles or spaghetti. Mr. Colgate is likewise silent on soaps. Mr. Swope speaks not in behalf of General Electric conveniences. The impersonal Chase and Sanborn turn their story over to Major Bowes—the Nashville Cheeks have become the Maxwell House showboat people.

In contrast to so many shrinking violets who appear almost ashamed of speaking in behalf of their products, Mr. Chrysler seems a daring evangelist, to whom advertising owes a debt . . . he carries on a traditional technique, dormant but not dead.

As eternal as the tide, first person advertising will return. Changing times, maybe stress, will force men to emerge from their sacrosanct obscurity. . . .

Advertising is a series of cycles, so a return of the first person approach is about due. Then Mr. Chrysler's lonely messages will be surrounded by those of equally glamorous manufacturers who dare to proclaim the virtues of their wares.

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N. Y. Restaurant Jumps Sales With 2-Inch Advertisements

Number 1 in a Series of ½-Minute Interviews
with Successful Advertisers.

★ ★ ★ ★ ★

"We were operating on a limited advertising budget, but we wanted to lay down a steady barrage of advertising."

It was Alvin Austin speaking, of the Alvin Austin Advertising Agency. He was telling how business had been increased 33 per cent for Reuben's, one of New York's well known restaurants.

"So we used small space in The New York Times exclusively, little more than two inches for each advertisement, and ran every other day. To insure visibility for these small advertisements, we paid a premium to get position up front on page 2 or 3.

"Reuben's had been offering a complete luncheon for 75 cents for over a year," he explained. "But it was still news to many people. We wanted to reach men and women who would be inter-

ested in knowing that they could eat at Reuben's at reasonable prices. We wanted to reach the smart women who shop around Fifth Avenue and Fifty-seventh Street.

"We knew that the women's specialty shops in this neighborhood were reaching their customers through The New York Times. And since we wanted to reach their clientele, we picked The Times to start off our Fall campaign.

"Due to a combination of factors," he continued, "but largely, I believe, as a result of this advertising, Reuben's increase in volume this September was 33 per cent compared with September of last year when no advertising was done.

"There's no mystery about it," Mr. Austin concluded, "The New York Times is a most resultful advertising medium."



4-A's Ask Rate Meetings

ON the aged but still sprightly issue of general-vs.-local newspaper rates, Four-A President John Benson hopes, through regional meetings of agencies and publishers, to solve a situation "whose gravity may not be fully realized by the publishers, themselves."

To publishers last week, Mr. Benson sent a three-page letter, suggesting the regional meetings "to discuss in a frank and friendly way the ins and outs of the situation before it gets out of hand," outlining the problem, and setting forth three major remedies that have been suggested. Briefed from the letter, the suggestions are as follows:

1. A more rigid definition of what is retail and what is general business, and strict adherence to it by the newspapers.

2. Equalizing general and retail rates in certain lines of business, such as automotive, including gas

and oil, tires and other accessories, trucks and cars.

3. The approximating of retail and general rates by the newspaper.

The third method, Mr. Benson commented, "is by far the most effective and fairest way of overcoming all difficulties flowing from a wide differential." And further:

"Even a slight increase in retail rates would materially lessen the gap, as general rates could then be lowered two to three times as much without loss of revenue to the publisher, because of the relative volume of retail and general business."

And on agencies' policies in general: "We agencies have to seek retail rates wherever they are available. We cannot expose our clients to unequal or unfair competition. We cannot consider our own immediate interest; we must subordinate it to the welfare of the advertiser, which is to the long-run interest of the publisher."

Platt to Join Marshall Field

Joseph B. Platt, art director for *Designator*, New York, for the last ten years, will join the manufacturing division of Marshall Field & Company on December 2. He will be head of the firm's style and design bureau with headquarters at New York.

Ex Lax Names Wildman

Nat C. Wildman, vice-president and copy chief of the United Advertising Agency, Inc., New York, has been made advertising manager of the Ex Lax Manufacturing Company, Brooklyn, N. Y., effective December 2.

Calcium Group with Randall

The advertising account of the Calcium Chloride Association, with headquarters in Detroit, has been placed with The Fred M. Randall Company, of that city.

Williams on "Time" Staff

George W. Williams, Jr., formerly with *Liberty* and *The American Weekly*, has joined the advertising staff of *Time*, Inc.

Has Iodine Bureau

The Iodine Educational Bureau, Inc., New York, has appointed Wildrick & Miller, Inc., of that city, as its advertising agency to promote the use of nutritional iodine in animal husbandry. National and State farm papers, poultry papers and business papers are being used.

Schulte Radio to Presbrey

A. Schulte Cigar Stores, New York, have appointed The Frank Presbrey Company, of that city, to handle their radio advertising. Edward Noakes is the account executive. The firm will inaugurate a network program on December 3.

Diction Award to Havrilla

Alois Havrilla, announcer of the National Broadcasting Company, has been awarded the 1935 Diction Medal for radio of the American Academy of Arts and Letters.

Appointment on "Agriculturist"

Donald D. Eastman has been appointed assistant advertising manager of the *American Agriculturist*, Ithaca, N. Y.

Idea Suit Protection

A Legal View on How Advertisers and Agents May Safeguard Themselves against Liability

By I. W. Digges

Of the New York Bar

THE number of questions recently asked the writer concerning various phases of property rights in literary and artistic concepts, and the contractual protection of abstract ideas, suggests the desirability of formulating general replies to the more pertinent queries.

Forewarned being forearmed, it is conceivable that such a treatment may assist in avoiding annoying litigation. This article will deal with the questions most important to advertisers and advertising agents who are the recipients of literary and artistic concepts, as distinguished from authors, "idea men," or artists who are the creators of those concepts.

For the advertiser whose problems are handled exclusively by an advertising agent, the task of complete protection is relatively simple. Such protection may be achieved through co-operation between the agent and the advertiser. The latter, under such a plan, would refuse, absolutely and unconditionally, to examine, or to permit anyone in his employ to examine, any ideas or suggestions for advertising which might be sent to him, insisting that all such ideas or suggestions be submitted to his advertising agent.

If he can show, on trial, that such has been his invariable policy and procedure over a period of years, he will have presented a fact to the jury which, if believed, rules out, for all practical purposes, the possibility of literary infringement within his own organization, and which demonstrates that any such wrong which might have occurred is due to the agent's fault rather than due to his own fault.

This, of course, will not relieve him of liability, as a principal is as much liable for the wrongs done by his agent as for those he commits himself. It will, however, serve to establish a separate cause of action in favor of the advertiser against the agent, based upon the latter's breach of duty in committing a wrong for which his principal must pay damages. Thus, the advertiser will recoup the money he has been forced to pay the original plaintiff.

A Bond to Protect the Advertiser

A further method of collaboration between agent and client in this type of situation, would be for the agent to take out a bond providing for indemnification of the advertiser in all cases where the agent might, consciously or unconsciously use the literary creations of a third party without permission. Such a bond, together with an express agreement of indemnity, will fully protect the advertiser without placing any additional burden upon the agent.

Where the advertising is handled, in whole or in part, within the advertiser's organization, the problem is not as simple. The procedure to be followed would necessarily vary with each advertiser, and, therefore, can be covered here only in very general terms. The constituent elements in the plan would involve (a) the use of a general, or modified, form of release; and (b) a definite and invariable practice with regard to all submissions; and (c) a filing system where all such submissions may be received and recorded, and checked when desirable or neces-

sary. Such a check should be made before any new advertising campaign gets under way.

These two protective methods have been covered in cursory fashion. The essential details of each would have to be carefully developed, and, of course, would mould themselves according to the distinctive character of each advertiser's organization. The fundamental principles, however, and the reasons therefor, are of sufficient interest to warrant a brief discussion.

A plaintiff who would prove the piracy of his literary or artistic creation must, of course, prove that the defendant saw the creation in question. Naturally, one cannot be held liable for copying that which he never saw. Thus is seen the extreme desirability of an unvarying procedure for the handling of all submissions. With such a practice it should be possible to convince a jury that only certain definitely ascertainable persons had seen the material in question, thus limiting the plaintiff in his general attempt to prove that "someone" in the company knew of his brain child. There is, also, the practical advantage of being able, in case of a slip-up, to focus responsibility in a definite place.

The need of a filing system is almost self-evident. When a campaign is about to be started, reference to the files will reveal whether any of the elements of the campaign have originated with others, and by them been submitted. If so, suitable compensation arrangements, or releases, can be executed before any damage is done. If no such suggestions from others appear of record (and the records have been carefully maintained) that fact alone would constitute an important argument in convincing a jury that the plaintiff's claim is fraudulent.

With this general discussion as a background, certain of the questions which have been asked the writer will now be answered specifically.

Q. Is there any court precedent which would establish what "reasonable compensation" for an idea is?

A. No, there is no such precedent. What the reasonable value of the idea may be is purely a question of fact, and must be determined by the jury, not by the judge. In arriving at this decision the jury must take into consideration all the circumstances of the case. The jury usually will be aided by the testimony of expert witnesses, in this case advertising experts, who would appraise the value of the subject matter of the suit. Judging from the few cases which have been brought to court, it would seem that juries are inclined to place a rather high value upon the material.

Q. If an agency has an idea submitted to it without the knowledge of the advertiser and a year or so later uses that idea without compensation to the originator and still without the knowledge of the advertiser, is the agency or the advertiser liable? If the agency is liable and cannot pay is the advertiser liable?

A. Both the advertiser and the agency would be liable in this instance. Recovery by the plaintiff against one would bar further suit by him against the other. When an agent, working in the employment of his principal, and acting within the apparent scope of his authority, commits a wrong, he is liable as the wrongdoer, and the principal is liable on the well-known principle of *respondet superior*. (Broadly, let the master answer for his servant's wrong.) Since it would appear to be within the scope of an advertising agent's authority to examine advertising suggestions for his principal, any wrong done while acting within the scope of that employment probably would render the advertiser liable.

If damages were recovered against the advertiser, in this case, he would have a separate action against the agency for the losses thus sustained, since such damage was due to its wrong. Thus, it will be noticed, the indemnity provision mentioned in the body of this article is little more than declaratory of a right which exists in law.

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Q. Is there any other method whereby the advertiser can obtain protection through the agency than by the indemnity clause?

A. Yes. The agency may, by contract, agree to take out insurance against such loss as is herein discussed, naming the advertiser as assured and beneficiary.

Q. If an agency takes out insurance to protect itself and its clients from suits on ideas, can this insurance cover all the clients of an agency, or must specific insurance issue for each?

A. The necessity for specific insurance policies can be avoided by having the agency insured against all claims and losses which it may have to pay to advertisers. Thus, the practical effect is that an advertiser who has been damaged files his claim against the agency which, after paying it, may then recover from the insurance company. This, however, is more a matter of insurance law than of "idea" suits.

Q. If the agency posts an indemnity bond for \$10,000.00, and judgment is rendered in favor of the originator of an idea for \$20,000.00, who pays the other \$10,000.00?

A. The defendant in the action must pay the full amount of judgment. If the defendant happens to be an advertiser, he may bring subsequent action against the agent, (if the agent was, in fact, the wrongdoer) and will have the bond against which to levy judgment in this second action. The bond, or insurance, does not relieve a defendant from paying a judgment, but merely provides him reimbursement, up to the amount of the insurance, for the loss he has thus sustained.

Q. Is it possible and practical for an advertiser to take out insurance protecting himself against such suits?

A. Yes, this is both possible and practical. He must be very careful, however, that such a policy covers all contingencies.

Q. Can the advertiser, or agency, use a release which the submitter of an idea may be required to sign?

A. Such a release is very desirable from the point of view of both the advertiser and the agency. As a practical matter, however, it does not seem likely that a submitter would so readily abandon all right to his creation. Further, the release, if not made for consideration, would be revocable.

Q. In the case of a submission by mail, should the letter or document containing the idea be returned to the sender if the idea is rejected, or if a release is required?

A. This depends upon the procedure which has been adopted by the particular advertiser, or agent, receiving the communication. Most important is the requirement that whichever course is followed, it should be followed consistently. Usually, it would seem more desirable to keep the written suggestion. This would tend to prevent duplication of the idea after the letter had been returned and forgotten. Further, in case the sender should ever sue upon the submission, the defendant would have the original communication to offer as proof of the exact nature and extent of the plaintiff's suggestion.

Q. Does a verbal offer of an idea give rise to a contract? Is it necessary that witnesses be present?

A. A verbal offer, if accepted, becomes a binding contract. The presence of witnesses is not necessary to the existence of a valid contract, but their testimony is very valuable in proving that an oral contract was made.

Q. How long do property rights in an idea hold? Is there any statute of limitations?

A. There is no definite period of time. The statute of limitations is of no aid in this matter, for it commences to run only after a wrong has been committed. In other words, the effect of such a statute is to limit the time in which a plaintiff may bring action after the wrongful act has been done. In our case, no wrong is committed until the idea has been wrongfully appropriated. Thus, the question of how long the right to literary

Whom does your advertising interest —besides yourself?

*This true story illustrates
the costly folly of advertising first,
and finding out afterwards*

SOME years ago at a leading New York theatre there was produced a play, the theme of which concerned a man's soul, progressing through many reincarnations. It was backed by a man of wealth, who determined that the play would run until the public got its message.

A \$1,500,000 Experiment

But the people did not care about reincarnation. They stayed away from the play in droves. Once in a while, on a big night, there would be ten in the house. So the backer finally allowed the people to come free.

After a two-year run, the show closed. The verdict of the cash register said, "Reincarnation — No Sale."

The backer had spent \$1,500,000 on a product that was of interest to nobody but himself . . . a product that never did lend itself to advertising in the first place.

What Interests the Advertiser Most Often Interests the Consumer Least

Lord & Thomas never allow an advertiser to fall into the costly error of *assuming* that what interests *him* most will interest the *consumer* most.

Lord & Thomas advertising never *starts* until we have found out, *first*, exactly what *does* interest the consumer most. With this knowledge, we lift out the one great *Reason-Why*, and show the consumer in an irresistible way why it is *in his interest to buy our product*.

The sales reports of our clients are our box-office records — the only standard by which to judge salesmanship-in-print.

Winning Reasons-Why Are Rooted in the Self-Interest of the Consumer

Every winning *Reason-Why*, however presented, must be solidly grounded in the one emotion which rings the cash registers for a product—the *Self-Interest* of the consumer. And the discovery of these *Reasons-Why* is almost always the result of keeping the *Consumer Viewpoint*.

Every advertiser has that objective. But few achieve it, because they become engrossed with the *inside importance* of their own story or product.

When applied to even a long-established product, however, the *Consumer Viewpoint* produces invaluable results. For example: one of our clients manufactures a small packaged product, sold practically everywhere at a low unit cost. He sought a selling idea that would be at once *new* to the public, *compelling* and *exclusive*.

Matching the Outside Viewpoint with Inside Knowledge Reveals the Answer

Working closely with him, and matching our outside viewpoint with his inside knowledge, the winning *Reason-Why* was found. In the form of a *single manufacturing process*—an idea that had always been there, awaiting the trained perceptions of men who *knew* what people wanted. Dramatized by true salesmanship-in-print, it multiplied sales many-fold.

To take accurate soundings of the public's interests in these complex times is a special science. To convert the public to a product through a winning *Reason-Why* is another—one to test the genius of a commercial Moody or a Sankey.

Yet Lord & Thomas have been singularly successful in both these fields for over 63 years. In the past five years of depression alone, we have invested in advertising for clients the sum of \$180,000,000.

LORD & THOMAS *advertising*

There are Lord & Thomas offices in New York; Chicago; Los Angeles; San Francisco; Toronto; Paris; London. Each office is a complete advertising agency, self-contained; collaborating with other Lord & Thomas offices to the client's interest.

property lasts is left unanswered. The question really to be decided by the jury, is whether the defendant has copied the material of the plaintiff or whether he has merely arrived at a similar creation independently.

If the time between the submis-

sion and the use is so great that the jury is certain the defendant has forgotten the original suggestion, there can be no recovery against him. In deciding this important question, the element of time is a factual circumstance of great weight.



Another Letter to the Girls

THE FIRST NATIONAL BANK
AND TRUST COMPANY
TULSA, OKLA.

Editor of PRINTERS' INK:

More on the subject of "Advertising Agency Girls."

Secretaries in advertising agencies don't have any more trouble getting ahead than secretaries anywhere else.

The trouble is that they make themselves such good secretaries their bosses don't want to part with them. My advice is to be so bad they'll want to put you in another department. And if you've shown any ability in copy writing, you're as likely to be catapulted into that as out the door.

But before you decide that you'd rather die than be a secretary, read "Office Wives," in the November issue of *Reader's Digest*, and get a good slant on your job. Maybe it isn't so bad. Maybe it's just as worth while to help someone else express themselves as it is to express yourself. And maybe in supplying the feminine atmosphere so helpful in enabling the male to demonstrate his superiority, you

may be fulfilling your real mission in life. If that's the case, your job is probably a lot easier than copy writing.

So think it over before you decide you're being too abused. Perhaps the fact your boss won't let you go as a secretary is more of a tribute to your mental equipment than you are admitting.

But—if you know you'll never be happy until you're writing copy, then get yourself a copy writing job, no matter how lowly, and keep it a deep dark secret that you ever heard of secretarialing. It's really easy to get out of secretarialing. Look bewildered when a helpless male wonders where on earth to find that vital address. Forget—just once—that his wife has told you to tell him that she is using the car and let him go clear to the garage to find out.

But never forget that a secretary can always look forward to the possibility of being left a snug fortune by her wealthy boss, and that doesn't happen to copy writers.

FLORENCE LEE NICHOLS,
Advertising Manager.



Zenith Appointments

Parker H. Erickson, for the last three years advertising manager of the Zenith Radio Corporation, Chicago, has been advanced to the position of sales promotion manager. Edgar G. Herrmann has been appointed advertising manager. Mr. Herrmann joins Zenith after sixteen years in advertising and merchandising with the Federal Advertising Agency, Lord & Thomas and RCA Victor.

Adds Space Buyer to Staff

Alfred J. Grobe has been added to the space buying department of Reincke-Ellis-Younggreen & Finn, Chicago advertising agency. This gives the agency two space buyers, Joseph F. Brown and Mr. Grobe. Mr. Grobe was for many years space buyer of the old Green, Fulton, Cunningham Company and later served in a similar capacity with Frederick & Mitchell, Inc., successor to that agency.

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Sampling to Consumers

Leading Advertisers Tell How They Get Most Out of Coupon Offers: First of a Series

FOR a few companies sampling ranks as a major activity. For a number of companies it is an important part of their merchandising picture. A number of other companies would be interested in sampling if they could be convinced of its value.

Because of the apparently increasing interest in this subject, PRINTERS' INK has conducted a study of the practices of fifty-five national advertisers who were offering samples in magazine space during the recent summer. This group represents all of the manufacturers whose offers were run in a dozen of the largest circulation magazines.

Among them was one advertiser who in the last five years has distributed over 5,500,000, although this record was not due entirely to magazine advertising. Another manufacturer distributed approximately 600,000 samples of one of his products during the first nine months of 1935. Another is sending out an average of 30,000 samples a year. Another sent out 192,361 samples of one product in the first six months of 1935, 517,610 for another product during the same period and 293,157 for another product.

When volume reaches figures of these proportions, it is obvious that sampling is an important activity.

In making the study we have sought to find what, if any, practices are standard, to chart, so far as possible, methods, to discover what devices add to the effectiveness of samples and sample offers. The results of the study will be described in several articles and will include analyses of a number of successful sample packages. The articles will confine themselves mainly to offers made through coupons although, of course, the samples of many companies are

also offered over the air. The articles will not deal with house-to-house sampling, except incidentally.

The experiences and ideas of the executives of several companies that have distributed samples will serve admirably as a preface to the more detailed analysis. They will show some of the detailed problems connected with successful sampling.

General Foods Corporation, because of its wide line of products, has had a varied experience. Therefore, the testimony of Bruce Millar, of this company, is significant.

He says, "Sampling has long been a major part of the promotional activity on the products comprising the General Foods line. Of course, the problem is somewhat different for each product, but in general we feel a sampling campaign is justifiable when investigation shows that a significant part of the market is unfamiliar with the product.

Determining Size of Sample Packages

"Size of sample packages is determined by the amount of the product necessary for a satisfactory test. The Postum sample contains enough of the product for a week's test. The Minute Tapioca, on the other hand, contains enough tapioca to serve an average family once, since this is sufficient to demonstrate the product's advantages.

"As a general rule the sample is a miniature reproduction of the regular consumer package, in order that the housewife may recognize the package when she sees it in the store.

"Certain products which have an almost universal market, such as cereals, are sampled house to house. This enables us to spot the samples geographically where they

will be most effective. Other products, such as Swans Down Cake Flour, for instance, which can be sold only to women who bake cakes, are never sampled on a house-to-house basis because many samples would be wasted on women who were not real prospects.

"When a product is improved in quality, a sampling campaign often is used to demonstrate to housewives the actual improvement. The new Minute Tapioca, which now cooks in five minutes instead of fifteen, is a good example of this type of sampling. An actual test in use is the best evidence of the improvement made in the product.

"Certain products, *Jell-O*, for example, are not sampled because it is impossible to distribute a sample which will give a fair test of the product without using a regular-sized package. The regular-sized package contains just enough for one serving to each member of a family of six, and hence a smaller quantity would not be enough for a satisfactory test for an average family.

"Certain samples are free. For others a small charge is made. In no case does the charge exceed the cost of packaging and handling. As a general rule we prefer to make a small charge for the sample, since this insures the sample going to a prospect who is really interested in the product.

Sampling Products by Direct Mail

"In some instances, sampling is carried on by direct mail. *Jell-O* Ice Cream Powder samples and booklets are sent by mail to owners of automatic refrigerators. Names are obtained from refrigerator agencies and public utilities.

"Sometimes samples are used as premiums in retail store promotion. At times we have given away samples of Calumet Baking Powder as premiums with Swans Down Cake Flour. At other times Swans Down samples have been used as retail premiums with the sale of Calumet. Other products which have been sampled in this way are Minute Tapioca and Franklin Baker's Coconut.

"When mailing samples from

Battle Creek, we have found that it is always more satisfactory to mail samples and printed material under one cover if this is possible. If this is not done, the printed material is likely to arrive before the sample, and the housewife may think that a mistake has been made, and she is not going to receive her sample. This is particularly true when she has remitted money for the sample. As a result of this experience we re-designed our mailing carton so that *Jell-O* molds can be mailed in the same package as the booklets."

Miniatures of the Regular Package

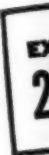
In the drug field Bristol-Myers Company has been distributing on an average of nearly 400,000 samples a year.

Lee H. Bristol, of that company, says, "It is our strong belief that a sample package should be an exact replica in miniature of the regular-size package it represents. This policy is followed right down to the smallest detail, i.e., package design, composition, container and closures. Obviously, there is no change in the formula of the product. A circular explaining the uses of the product is enclosed with every sample. The particular function of a sample is to register trade-mark identification and establish brand consciousness and initial use.

"Samples are not salable packages except where it is utterly impossible economically to manufacture a miniature complimentary package. A too generous sample may create persistent patrons of the sample package and not profitable customers for the regular-size package.

"Certain products lend themselves more readily to sampling exploitation than others. However, the cost of this form of advertising prohibits its use as a primary medium of advertising. We use it extensively only in cases where other forms of advertising cannot accomplish the desired objective.

"A sample is a powerful influence on those who hesitate to buy on a printed appeal and those unwilling to make an initial invest-



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**EXCLUSIVE OFFER:
200,000 CUSTOMERS**

Families in Marion County (Indianapolis) who read The News and no other daily newspaper comprise a "city" as large in numbers and as strong in buying power as Indiana's second and third largest cities combined. In spending upward of \$55,000,000 every year, they look to The News as their source of buying information.

Advertising appearing consistently before this active, able-to-buy exclusive audience is the only way of doing a complete selling job in the fertile Indianapolis market.

News Total circulation (6 mos. ending Sept. 30) 145,390.



THE INDIANAPOLIS *News*
sells **THE INDIANAPOLIS RADIUS**

New York: Dan A. Carroll, 110 E. 43d St. Chicago: J. E. Lutz, 180 N. Mich. Ave.

NEWSPAPER ADVERTISING IS POINT-OF-SHOPPING ADVERTISING

ment in a regular-size package. Offering a sample by means of a coupon in national advertising is, we believe, a sound method for systematic distribution of samples over a large area on an economical basis.

"One very important element, often overlooked, is the matter of getting samples into the hands of correspondents as quickly as possible so as to carry through the full force of the advertising while interest in the product is still fresh. We make periodic checks of the elapsed time in waiting for a sample of competitive products as well as our own in order to insure consistently prompt compliance with sample requests.

"During the last five years and the first six months of 1935 we have sent out the following number of samples in response to coupon requests on three of our products:

1930—351,979
1931—496,108
1932—481,936
1933—301,073
1934—366,141
1935—210,431 (1st six mos.)

"The same conditions did not prevail each year, thus accounting for the big fluctuations. In the case of one product we requested a 3-cent stamp, which naturally cut down the number of requests. Changes in schedule also accounted for more or less coupon offers on the various products.

"We do a great deal of 'indirect' sampling which, by the way, represents our major sampling activity and takes the largest part of our sampling appropriation. The samples are sent on voluntary and solicited requests to doctors, dentists, nurses, school teachers and druggists for distribution to patients, students and customers. It is our supposition that the sample recipient immediately gets a favorable impression of the product as a result of the authoritative presentation."

John R. Minten, advertising manager, The Charles E. Hires Company, has some interesting sidelights on chronic coupon clippers

as well as on other phases of sampling.

"Since 1928 we have sampled extensively through various media—radio, newspaper, magazine, door-to-door distribution, direct mail, teachers' publications, etc.—sending both sample-size and full-size packages under various plans," says Mr. Minten. He continues:

"Undoubtedly we have sent out millions of free samples and unquestionably they have secured for us a great many new users. Of course, you will realize it is hard to estimate how many triers have been converted into users.

"Our study indicates that when no nominal charge is requested to cover cost of mailing, etc., the coupon cost is about one-fourth less than when such a charge is asked. This, of course, establishes a well-known fact that a great many chronic coupon clippers (get-something-for-nothing folk) are eliminated.

"It is needless to say an entirely free sample does result in sending many samples in instances where they do not fulfil their full purpose. However, when the cost of the sample and its mailing is comparatively low, it is a question whether such waste is not offset by the greater sampling activity from people who are generally interested but who will not bother to send stamps or money.

"Our package insert is used to sample other products. Yearly we distribute millions of these inserts in our full or regular-size packages.

"The insert in itself is a magazine, which has invested in it considerable good-will. It's an ideal medium for sampling and yearly from these inserts we send out thousands of samples of our products with which our friends are not already familiar. Of course, in the case of the insert, the cost of coupon is nothing, but a study of the returns per thousand insert coupons published, indicates what is already stated, that the insert is read, has high potentiality in putting messages across."

Columbus Coated Fabrics Corporation has an unusual sampling problem which is described by Burr

Growing INDUSTRIALLY!

During the depression years, Louisville advanced from twenty-eighth to sixteenth position among the industrial cities of the nation. . . . It was one of the two cities in the United States to show a gain in the value of industrial output . . . a gain of \$23,200,000, bringing the total value of output produced in this city to more than \$191,000,000.

As the center of the distilling industry of the nation. . . . As a leader in both the production of tobacco and of tobacco products . . . this section offers greater sales potentialities than most markets today because the consumer goods produced in this territory are little affected by slumps.

Your product can be successfully sold in Southern Indiana as well as in practically all of Kentucky if you concentrate your message in the only metropolitan newspapers that reach the buyers of this section . . .

The Courier-Journal. THE LOUISVILLE TIMES.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Davis, sales promotion manager, as follows:

"Our Wall-Tex fabric wall covering is a product that is being sold against terrific resistance. And by that I mean the wall-paper stores, wholesale as well as retail, are in the habit of making their wall-paper selections for the coming year around the latter part of July or first of August. The manufacturers make up sample books on the basis of individual selections and the books along with stock are delivered not later than the early part of the new year.

"There is a very substantial mark-up enjoyed from the sale of wall papers at retail. Naturally, when a consumer comes in who is interested in wall covering there is a tendency for the retailer to push the merchandise in which he has an investment and on which he gets a very satisfactory mark-up.

"Furthermore, the individual paperhanger who hangs the material find it's much easier to work with a narrow roll of light paper than he does with the forty-eight-inch width rolls of heavy fabric wall-covering material such as Wall-Tex.

"Wall-Tex, because of its price, offers wall-paper outlets a rather limited mark-up. There are relatively few of them that stock Wall-Tex in any worth-while quantities, and when they do their individual mark-up runs only in the neighborhood of 40 per cent. Therefore, you can see that a consumer must have a very definite desire for Wall-Tex or she is likely to be easily influenced to use some other material.

"For this reason, it is very necessary for us to get our complete message into the hands of the interested prospects. It is for this reason that we always coupon our ads. We want to get the name and address of the prospect so as to be able to send her our story in color as well as actual samples of our fabrics and patterns. We also want to get her name and address so that we can actively guide our Wall-Tex distributors and dealers right straight to the prospect."

The Davidson Rubber Company

has worked out an interesting method of getting one sample to lead the prospect into the dealer's store to try another of the company's products.

The company manufactures a special nipple which happens to be of value only if used on a Screw-Top Nursing Bottle.

The company placed the nipple on the market last fall, advertising in three publications. The results of this advertising, based on the number of inquiries received, were so good that a number of other publications were added.

Formerly Charged for Samples

Up to and including the August issue of these publications, the company offered free sample nipple and bottle if the mother would send in 10 cents to pay part of the postage.

J. Stone Carlson, of the company's sales department, continues the story as follows:

"We felt that we must ask for the 10 cents, in that the weight of the bottle would mean excessive costs on postage. Beginning with the September issues of a few of these consumer magazines, we changed the ad to read: 'Send this ad for free sample nipple.'

"We are not now asking for the dime, as we are only sending a nipple. To take care of the bottle which is necessary, we are asking the mother to take this nipple to her druggist and ask for the bottle which this nipple fits. We believe that this will assist us greatly in obtaining 100 per cent drug-store distribution."

The experiences of the advertisers quoted cover most of the broader phases of sampling. Readers interested in a detailed analysis of how companies are answering inquiries, an analysis that deals with sampling among other types of activity, will find a thorough analysis in an article "How 191 Companies Handle Inquiries," which appeared in *PRINTERS' INK MONTHLY*, October, 1935.

Future articles in this series will treat at more length the important details of sampling.

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The Metal-Tubers Answer

AMERICA'S engineering enlight-
enment marches on.

This week, to the Americans,
the metal-tube sector of the radio
industry addressed its second
epistle.

Answering Philco, but refrain-
ing from throwing things and call-

stitute for, the metal-tube units'
"house" advertising.

Definitely stepping out to render
consumers tube-conscious, the
metal-tube copy wades into techni-
calities. To the eye, the metal
tube is small and simple; to the
consumer it scarcely seems big
enough or important enough to
warrant all the shootin'.

Hence the engineering copy, the
cut-away illustration, the invitation
to "see what's inside," and such
verbiage as *fernico eyelet*, *helical
heater*, *octal base*, *getter tab*, and
triode detector.

Thus far, the copy has paraded,
in pomp and prominence, the
names of the forty-eight metal-
tube converts.

About reception, it has not feared
to parade a few superlatives.
Thus—

"Ever since Metal Tube Sets
were announced, the demand for
them has far exceeded the sup-
ply. Manufacturers have doubled,
trebled, and quadrupled their out-
put of Metal Tube Radio Sets, yet
the shortage is even more acute to-
day. . . .

"Hear and tune a Metal Tube
Radio, and you will change en-
tirely your ideas as to what su-
perlative reception is . . .

"No radio today is as good as it
can be unless it is built to use
Metal Tubes. . . ."

And, while Philco guards its
councils, the metal-tubers, with
something more than the semblance
of a side-glance in Philco's direc-
tion, toss off this challenge:

"1935 goes down in radio his-
tory as offering a new, revolution-
ary, and permanent improvement—
Metal Tubes—already adopted by
the vast majority of radio manu-
facturers. *Progress cannot be
stopped.*"

These 48 Manufacturers
*are working full speed to supply the
overwhelming demand for radios with*

METAL TUBES!



See what's inside!
The cut-away illustration shows the internal structure of a metal tube, including the heater, eyelet, and other components.



See what's inside!
The cut-away illustration shows the internal structure of a metal tube, including the heater, eyelet, and other components.

Be modern—get a radio set with Metal Tubes

Listing the metal-tube converts

ing names, the metal-tubers have
opened on the theme that forty-
eight manufacturers, now converted
to metal, "are working full-speed
to supply the overwhelming de-
mand for radios with metal tubes."

Philco, by far the industry's big-
gest unit, sticks to glass and re-
tracts not a word of its full-page
warnings against metal.

The metal-tuber's answer, occu-
pying full-page space, is running in
about 100 newspapers. It will con-
tinue indefinitely, appearing as a
supplement to, rather than a sub-

+ + +

Appoints Hixson-O'Donnell

Brock & Company, Los Angeles jew-
elers, have appointed Hixson-O'Donnell,
Inc., agency of that city.

Heads Appleton Club

Royall La Rose has been elected presi-
dent of the Appleton, Wis., Advertising
Club, succeeding Ross Williams.

State-Line Tariffs

AMHERST COLLEGE
AMHERST, MASS.

DEPARTMENT OF ECONOMICS

Editor of PRINTERS' INK:

In considering several instances of barriers to interstate commerce which have come to my attention, I have questioned whether, as a matter of fact, there are not actually a good many more direct and indirect hindrances to the unrestricted flow of goods between the States than is commonly supposed. I have begun a study of the extent and variety of the restrictions which, from a preliminary examination, appear to modify the accepted doctrine of a single free trade area within the United States.

Restrictive measures of this kind take many forms. Among the most common seem to be quarantine regulations, ostensibly justifiable, but actually designed to hinder interstate movement of goods. Of similar character also seem to be many of the State statutes and administrative rules of grading and marketing. Thus, it is alleged that certain grading regulations have completely excluded the products of one State from the markets of another.

A whole group of restrictions on marketing by truck seem to be designed, in part at least, to restrict out-of-State business. Many States give preferences on contracts and purchases to their own citizens or products. Of especial interest is the attempt to handicap out-of-State products through special sales tax legislation. On the other hand, preference is sometimes effected by bounties rather than by exclusive

legislation, as where taxation is reduced or waived on certain industries in order to encourage them to locate within a particular State.

I shall greatly appreciate your co-operation in discovering instances of discrimination which may have come to your attention. Products, whether agricultural or manufactured, as to which restrictions appear to have been applied or concessions granted may be noted together with the nature of the action, whether still in force, modified, or abandoned. If other aspects of this problem than those mentioned above have come to your attention I shall be most grateful if you will include them. For completeness and accuracy I desire particularly to obtain specific citations to statutes and/or administrative rulings (with dates wherever possible), but if these are unobtainable I shall appreciate such suggestions as you can give.

I shall be most grateful for any information or suggestions which you may find it possible to provide. Obviously a satisfactory study of this kind is dependent upon the good-will and aid of those who are intimately acquainted with local situations. Upon the completion of this study I shall be happy to forward the results to you.

GEORGE R. TAYLOR,
Chairman.

[EDITOR'S NOTE: To carry forward so important a study, PRINTERS' INK is pleased to co-operate with Mr. Taylor. This publication will forward to him any information bearing on the subject. Will readers please write?]

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Represents Law Journal

The New York Law Journal has appointed the State Department Service Bureau, Inc., Albany, N. Y., as its advertising representative in that territory. George B. Graves, head of the Bureau, recently retired as assistant to the Governor of the State of New York.

Name Albert P. Hill Agency

The advertising accounts of The Nu-Bone Companies, Inc., Erie, Pa., and St. Catharines, Ont., women's foundation garments, and of the Hamburger Distillery, Inc., Pittsburgh, have been placed with The Albert P. Hill Company, Inc., Pittsburgh agency.

Ice on the Offense

**Industry Will Promote Aggressive National Campaign in 1936,
Founded on Basic Idea That "Cold Is Not Enough"**

THE principal response of the ice industry to mechanical refrigeration's epochal invasion of the food-preservation field has been a first-class job of hating the entire electrical refrigeration world. In fact, suggested a speaker of last week's spirited meeting of the National Association of Ice Industries in Chicago, if there be a Pulitzer Prize or Nobel Award for Hate, the ice industry has no peer in meriting it.

Aroused to the necessity of diverting this energy into more constructive and resultful channels, the industry completed plans at the convention for an aggressive and comprehensive co-operative merchandising and advertising program. Beginning early in 1936 manufacturers of ice and refrigerators will join hands in an effort to recover consumer acceptance of and eliminate consumer prejudice against ice refrigeration.

An appropriation will be devoted to advertising messages on this subject through magazines and radio broadcasts. By November 1 the success of the campaign was definitely assured through commitments and pledges totaling the entire minimum amount of \$425,000. The minimum cost will be \$450,000. If more money is subscribed, the excess will be invested in additional magazine advertising. Refrigerator manufacturers have subscribed \$100,000; the remainder comes from makers and distributors of ice.

In magazines there will be pages in color and in black and white, with some half-page advertisements. The industry will portray to American women and their husbands the fact that as a household refrigerant, ice is strictly modern and has some advantages that can never be provided by any other medium.

As the industry's number one ice salesman, or rather saleswomen,

has been appointed "America's Sweetheart"—Mary Pickford. Miss Pickford will be starred in a series of thirty-minute programs over a national network.

Plans call also for organized effort in the individual local sales areas through newspaper advertising, mats for tie-in copy being furnished by the association, and through other educational channels. There will be employee-training material, a portfolio for salesmen, outdoor posters, road and plant signs, truck signs, selling-aid folders, window-display material and a magazine with educational material on ice refrigeration. Robert C. Suhr, vice-president of the association and chairman of the advertising committee, estimates that the total promotional expenditure of the industry in the coming year will be in the neighborhood of \$3,500,000.

Making Campaign Effective at Point of Sale

An entirely new merchandising front has been developed to make the consumer educational phase of the program effective at the point of sale. Whatever hating the industry does in 1936 will be directed at what has been one of its own—the old-fashioned wooden ice box, or ice burner. War has been declared on this venerable article as the chief enemy of the ice-refrigeration business. The inefficient ministrations of the old ice box, causing high cost and inconvenience, are, in the belief of the industry, responsible more than any other single factor for the losses ice refrigeration has suffered.

Accordingly, major effort both in the national advertising and at the point of sale will be devoted to replacing the old ice box with the modern "air-conditioned" refrigerator. Refrigerator manufacturers are ready with lines of cabinets which

in the Trunk, or

Good times are in the bag in Detroit. Industrial employment in Detroit shot to a new high for the fall in October. In fact, the industrial index at 100.9 is now higher than it was in October, 1929, when it was 98.5 (1923-1925 equals 100). Better times are also evident in the increased earnings, purchases of higher-priced cars at the Detroit Automobile Show, and in increased building operations. W. S. Knudsen, executive vice-president of General Motors, estimates production of 4,150,000 cars for 1936. The 1935 total is estimated at 3,700,000. Prosperity is in the bag in Detroit, where one newspaper—The News—can place the 1936 sales quota in your bag. Put 76% home-delivered city circulation, the largest trading area circulation and Detroit News prestige to work for you.



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The Detroit News

THE HOME NEWSPAPER—76% HOME-DELIVERED IN DETROIT

Member Metropolitan Sunday Newspapers

NEW YORK: I. A. KLEIN, Inc.

CHICAGO: J. E. LUTZ

equal in beauty and, it is claimed, in many cases surpass in efficiency mechanical refrigerator cabinets. Most of the leading ice distributors are now out doing the retail sales job for these refrigerators, and they will merchandise them aggressively in the modern manner.

As for the ice man—beg pardon, ice service man—you wouldn't know him today. Gone are the dripping shoulder pad and the fraying cuffs of dirty woolen underwear which streamed from his elbows. In their place is a clean, trim uniform. Gone, too, are the open air ice tongs with their deposits of chill rivers on kitchen floors, to be replaced by canvas bags or canvas scuttles. He is armed also with a cloth, with which to deal absorbently with any stray moisture that may have eluded the above precautions. And, as a result of the more efficient cabinets, the enhanced charm of his invasions will occur at more widely spaced intervals—four to seven days.

Another new feature of ice service will be the sale of cubes or cylinders of ice for whatever needs the consumer might have in that direction. These may be had by the waterproof box, or by the bushel. There are also ice cubing devices with which the housewife may make her own cubes.

The phrase "Cold Alone Is Not Enough" has been adopted tentatively as the basic theme of the

advertising campaign. Major sales points which the industry will stress include balanced moisture, safe temperature and washed, odor-free air—these being cited as services performed by the use of ice in an "air-conditioned" refrigerator. The economy of ice refrigeration will also be noted—including low original cost of the refrigerator, low cost of the ice supply and the absence of expenditures for repairs.

The radio program will be built around "An Evening at Pickfair," famous California residence of Miss Pickford.

The story will be that Miss Pickford is giving a party in her home and the public will listen in as though they were invited guests. At these parties the supporting movie personalities will drop in to contribute their own personal talent. It will all be delightfully informal and entertaining. No names have been mentioned but just to give an idea, probably Bing Crosby, for instance, will drop in and sing one or two songs in his own way. And maybe Zasu Pitts will be a guest some other time to add her fetching talent. And then, later, Jack Oakie and Clark Gable, and so on down through the roster of the Hollywood great and near great.

To carry out the business administration of the advertising campaign, the National Ice Advertising Company, Inc., has been formed.



Gets Tom & Jerry Account

Tom & Jerry, Inc., Cleveland, Tom & Jerry beverage preparations, has appointed The Alfred Rooney Company, Inc., Cleveland, to handle its advertising. Newspaper, radio, business papers and direct mail will be used.



Appoints Calkins & Holden

Charles M. Higgins & Company, Inc., Brooklyn, N. Y., inks, adhesives and American India Ink, has appointed Calkins & Holden, Inc., New York, to handle its advertising.



Has United Distillers

United Distillers of America, Ltd., New York, has appointed the Stack-Goble Advertising Agency, Chicago, to handle its advertising.

McDonald Leaves Firth

George A. McDonald, advertising manager of the Firth Carpet Company, New York for the last five years, has resigned. He was previously with W. & J. Sloane and the Mohawk Carpet Mills.



Ede with Cleveland Agency

Kenneth L. Ede, for the last two years publicity director of the Electrical League of Cleveland, has joined the staff of Richardson-Oswald, Inc., Cleveland agency, as an account executive.



Joins CBS

Dr. Frank N. Stanton, formerly with the department of psychology, Ohio State University, has joined the market research department of the Columbia Broadcasting System, New York.

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For the Stay-at-Homes

How a Sales Convention Can Be Transmitted to Those Who Need It Most—the Didn't-Get-There's

By E. E. Irwin

"AND now," the general sales manager concludes, "it is my great pleasure and my great privilege to present to you that grand old man of our business, the founder of our company, the chairman of our board of directors, that kindly and lovable gentleman known to us all as Skipper Glutch! Let's give him a great, big hand!"

The visiting salesmen rise and applaud and whistle.

And out in Iowa, a salesman named Snorky Budd, who didn't quite make quota and hence remained on his territory, hears not so much as an echo.

It is no secret that a sales convention tends to benefit most directly and impress most deeply the men who least need either inspiration or augmented sales lore. By automatic selection, the men who gather at conventions are the pick of the crops, the shock troops. For their presence—expenses paid—in the convention hall is, too each of them, a reward for outstanding sales achievement.

By what expedients may Snorky Budd and his not-so-brilliant brethren be enabled to imbibe, if only in the form of by-products, some of the hoopla and some of the sales-instruction of which the convention is the font—and ought to be the broadcasting disseminator?

One method, of course, is to substitute for the central, general convention a network of regional meetings, and to open these meetings to all field men. Another method is to stage the whole convention by mail and to send to every man, regardless of his record, all the convention material.

However, there are companies that still believe in conventions-in-person. Whether general or re-

gional, these conclaves bring together the brightest and ablest in the only kind of contact that truly creates *esprit de corps* and enhances pride-in-company. For even the most impressionable of salesmen, it's fairly difficult to cheer over a "speech" that has come to him by way of the duplicating department; and it's scarcely to be expected that even the most susceptible will fare forth into his neighborhood, in search of a piano and an accompanist, to the end that he may sing a mimeographed version—words by the sales promotion manager—of "Hail, Hail, the Gang's All Here!"

Helping the Leaders to Help the Rest

To many sales managements it still seems wise to help the best of the men—to spend money to help them—and to hope that the best men's leadership will filter, somehow, throughout the sales crew. Besides, there still remains in force the law of averages. Good men still develop themselves. And mediocre men still fuddle along, not selling much, but selling enough to return the management a profit.

And thus, despite its admitted concentration of effect, the convention-in-person seems worth while. And there are methods by which the effect can be spread.

One of these channels of distribution is the sales bulletin or the house magazine. And here enters a factor wholly psychological.

Against the convention-by-mail it may be argued that a convention-by-mail is just that, and nothing more. Often it looks like a cheap substitute for something better. But for the stay-at-homes, a real convention, reported through the medium of a sales bulletin or a house mag-

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OF FARM
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SUCCESSFUL

TO SELL FARM PEOPLE YOURS

AC FARM MARKET S RFD

When you take all the pins off the map...and all the figures off the fire ...one simple, kindergarten fact remains: To sell farm people you must reach FARM people. Not big-townners; not small-townners; not people who "play" at living in the country; but FARMERS...dirt farmers...men who wrest their living from the soil. Successful Farming reaches more farm families...has more RFD circulation...than any other magazine in the world. That's why it should be Number One on any farm magazine list. Meredith Publishing Company, Des Moines, Iowa.

EU FARMING

YOU MUST REACH FARM PEOPLE

azine, is an actual event. The speeches, the demonstrations of products, even the songs, aren't canned matter. They aren't lessons from a correspondence school. They're happenings. They're *news*.

I know of a Middle-Western company that, throughout the year, publishes a monthly sales bulletin. Yearly, the All Star Club—a clique as exclusive as the United States Senate, for its members have won their memberships—meets at headquarters for a week. And during that week, the sales bulletin becomes the "Daily All Star," a tabloid distributed to the visitors and mailed, daily, to every absentee.

The "All Star" is lively. On the convention's opening day, its political editor starts his chatter about candidates and platforms for the impending election of club officers—and he brightens his dope with pictures.

The "All Star" is enterprising. Its photographers shuttle from hotel to convention hall to baseball field and golf course to the developing room; and its reporters flit through corridors and squirm in and out of the convention hall and buttonhole personages for interviews.

The "All Star" is comprehensive. In full, it reports every speech—and prints an action picture of the speaker, speaking. In full, it records the lines of every product-demonstration, every dramatic presentation, every skit and sketch and playlet and play—and prints action pictures of the demonstrators demonstrating and of the actors acting.

The "All Star" is popular. For weeks after the convention, its circulation department remains geared to serve the needs of him who writes in from Seattle or Bangor or New Orleans to say: "I had a complete set, but I lost Wednesday's issue. Can you send me another? It's the one where George Head demonstrated the new portable."

And the "All Star" is inspiring. More vividly than could any other medium, it carries to the stay-at-home salesman, not a mere over-all

impression, but a vivid, detailed account of what happened. More forcefully than could any other influence, it generates in him the determination that next year, by dang, he'll be there at the convention, himself.

Another method, less elaborate, follows up every convention with bulletins and letters.

Throughout the convention, the sales manager carries, in notebook size and format, special memorandum sheets. On these he makes notes of matters to be broadcast. At the convention's close, the bulletins and letters go out—not all at once, but at intervals that allow time for assimilation.

Some of the letters go to customers. These missives are concerned with matters—such as decisions on policy—that have been settled in the convention sessions.

Some of the letters go to salesmen. These, individually dictated, cover matters that have required time for consideration—suggestions from the salesmen about methods of merchandising, suggestions from the sales manager about how to cash in on specific qualities of strength in the men, themselves, and how to offset qualities of weakness.

Where the Sales Manager Gets in Best Licks

And to all the men goes a complete convention report, written by the sales manager in collaboration with other company executives and with division heads, and summarizing the whole proceeding. Here, incidentally, the sales manager gets in his best licks. Contemplation and retrospection have selected the spots for emphasis.

Another follow-up plan requires the services of field men, who, after the last gavel has fallen and the last reverberating convention-song has died away, take to the road, bearing special convention portfolios. To the stay-at-homes, these special narrators carry the convention story. They've been there, have the narrators. They have imbibed the spirit. With the aid of their portfolios, they pass it on—with pictures, and with thumb-

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nail condensations of the speeches and the demonstrations.

For companies that can stand the expense still another medium of reaching the stay-at-homes is the radio. Here is an instrument whose capital advantage is its drama; for, at something less than the expense of many a pre-depression sales assembly, a convention's closing session, or its closing speech, or its closing banquet, can be broadcast to salesmen—and with no loss of good-will among the outsiders listening in—from coast to coast.

In any event, some kind of effort to reach the stay-at-homes with the convention message is soundly worth studying.

IN PRINTERS' INK MONTHLY

♦ ♦ ♦

W. Wadsworth Wood Joins Chase

W. Wadsworth Wood, formerly chairman of the board, Visomatic Systems, Inc., New York, has been elected chairman of the board of the Cleveland B. Chase Company, Inc., with headquarters at New York. He will be identified with the Vocafilm division of the company. Other additions to the Chase company are: Miss Lois Brown, Adrian Samish and W. McK. Lightbourne, all of Visomatic Systems, Inc., and Leonard Ames, former head of the Craftsman Film Laboratories in Hollywood.

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NBC Advances Allen

Larry Allen, manager of stations KGW and KEX, Portland, Oreg., has been appointed head of the sales promotion department of the San Francisco office of National Broadcasting Company, effective December 1. W. Carey Jennings, in charge of sales for the two Portland stations, has been promoted to manager of the stations.

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Fletcher & Ellis Named

Magazine advertising on Quaker Puffed Wheat and Quaker Puffed Rice will be placed by Fletcher & Ellis, Inc., Chicago. This agency will continue to handle newspaper advertising on these products as well as the advertising of Quaker Muffets and Quaker Milk Macaroni.

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Mrs. Ogden Reid Honored

Mrs. Ogden Reid, vice-president of the New York *Herald Tribune*, was the recipient of the 1935 American Woman's Association Award for Eminent Achievement at the ninth annual Friendship Dinner held in New York this week.

eight years ago, J. J. Witherspoon wrote this:

"Perhaps you will remember the story of the ship's concert. Following the hard efforts of the amateur songstresses and monologists, the audience, including a green parrot in a cage, was enthralled by the mystifying, vanishing feats of a master magician, who chanced to be on the passenger list.

"In the middle of his performance, the ship exploded. A few minutes later, perched upon a piece of wreckage, the parrot cocked its head and said: 'Very, very clever!'

"And it is indeed a clever sales-executive magician who can justify a sales convention unless he cashes in on it."

Zimmerman Promoted by G-E

Paul B. Zimmerman, Cleveland, has been appointed general sales manager of a consolidated appliance and merchandise department of the General Electric Company. He has been manager of the specialty appliance department.

G. J. Chapin, assistant to Mr. Zimmerman, has been appointed manager of the specialty appliance sales division. Headquarters for Mr. Zimmerman have not been announced though he will undoubtedly spend a great deal of time at Nela Park.

Among other executive changes announced was the resignation of Gerard Swope as chairman of the board of the General Electric Supply Corporation, a G-E subsidiary. He is succeeded by J. L. Buchanan, Bridgeport, who was president. Mr. Swope continues as chairman of the parent company.

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Brummett with Curtis

John L. Brummett, associated with Hewes & Potter, Boston, for years as sales manager and president, has joined the Curtis Publishing Company to augment the Detroit staff of the *Ladies Home Journal*.

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Bacon to K. MacL. & G.

D. H. Bacon, formerly advertising manager for the Surface Combustion Corporation, Toledo, has joined Ketchum, MacLeod & Grove, Inc., Pittsburgh, as an account executive.

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Kelley Joins Jam Handy

Albert J. Kelley, formerly a director of motion pictures for Columbia Pictures, Fox Film Corporation and Metro-Goldwyn-Mayer, has joined the directorial staff of Jam Handy Picture Service.

Concerning Certain Changes in

Lib

WHATEVER you do in this business gets around—sometimes before you do it. “So-and-so’s going over to Liberty” . . . “Liberty’s raising the rates” . . . “Liberty’s lowering the rates”—gossip is the grist of Advertising Alley.

But where there is rumor, there is likely to be action: things are happening at Liberty. There have been additions to the staff; we have moved editorial and advertising offices to the Chanin Building—gossip already confirmed in print.

And, as silent partners in publishing, you advertising men are probably conscious of our new accounts and improved editorial content.

More important evidence, however, that Liberty is going places are publishing changes here announced . . .

When the Canadian edition of Liberty was started, a rate in combination with the U. S. edition was offered—call it a special inducement. Beginning January first, *effective on business written after that date*, this combination rate will be discontinued for the simple reason that there is no longer need for any inducement. Liberty-in-Canada has established its

There is *no change* in the Canadian rate: it remains \$680 the black-and-white page for all comers, with a guaranteed 175,000 circulation.

Canada, as any worthy American manufacturer can tell you, is becoming an increasingly important market. Liberty-in-Canada, edited by Canadians, published in Canada, circulated where the bulk of business is done, is probably the most effective sales force in this market.

With this setting up of Liberty-in-Canada as a separate magazine comes a general adjustment of rates for Liberty-U.S. Again the members of the Reception Room Club are right as far as they go: some rates are higher, some are lower.

After next New Year’s Eve, Liberty’s guarantee for the U. S. edition

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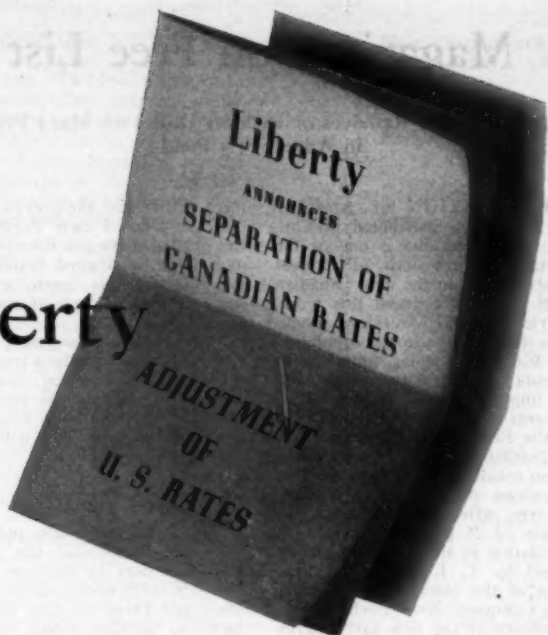
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to 2,150,000. The black-and-white page rate becomes \$4300, the line
\$10.25. Effective *immediately*, the second and third covers are being
duced to \$6000 for four colors.

We won't bore you with any more figures—they're all on the new rate
is now going out. Suffice it that, after changes, Liberty's rate-per-page-
thousand continues to be the *lowest* of the major magazines at \$2.00
the U. S. edition—\$2.14 for the whole works.

This for the most responsive group ever gathered by an editorial idea.
e proof of which large statement being that Liberty has the largest
le copy sale of any magazine: 2,000,000 copies, bought one by one, at
arge round nickel apiece. There must be something about it they like . . .
Maybe there's something about your products they could be taught
like . . .

P. S.—You can get in on current, too-low rates until 5:15 P. M.
Tuesday, December 31st. That's just 35 shopping days to New Year's.

Liberty

ROBOSTON • SAN FRANCISCO • TORONTO

Magazines on Free List

Canadian Treaty Removes or Reduces Duties on Many Products in Advertising Field

RESTORATION of American magazines distributed in Canada to the free list is one of the outstanding provisions of interest to advertising in the new Canadian tariff treaty announced this week.

Prior to 1931 American magazines had built a total circulation of 48,000,000 copies annually in Canada but within two years after the imposition of a tariff of 2 to 15 cents a copy in September, 1931, by the Bennett Government, a loss of 25,000,000 copies of this circulation resulted. Now that entry of American publications will again be free, after January 1, an increase of 25 per cent or more in circulation in three months is predicted by T. J. Buttikofer, president of the International Circulation Company, New York.

Effects of the new tariff agreement on American magazines and periodicals, in addition to several suggestions, are contained in a statement issued to members this week by G. C. Lucas, executive secretary of The National Publishers Association, Inc., New York, which took an active part in the formal hearings leading up to the new tariff schedules.

This statement, in part, reads:

"It is with extreme satisfaction that we inform you that the duty of from 2 to 15 cents per copy that was placed on magazines and periodicals by the Bennett Government has been entirely removed, and after January 1, 1936, they will have free entry into Canada.

"We also stressed the point of the inequitable basis of the duty on printed advertising matter going into Canada, on which the present Canadian tariff provides a duty of 15 cents per pound or 35 per cent ad valorem. This item has been modified to a straight 12½ cents per pound without the ad valorem option, but the Canadian Govern-

ment still retains the previous basis on Item 178a of their Tariff when the printed matter is forwarded by mail from the United States, leaving that duty as heretofore at 2 cents for each package of one ounce or less.

"The treaty, however, provides that on tourist literature issued and mailed in the United States by Federal or State Governments, chambers of commerce, automobile associations, etc., there will be no duty after January 1.

Advised to Use Up Stamps

"It is suggested that publishers who are prepaying the present Canadian duty by revenue stamps on their publications, should adjust their purchases so that they will have no surplus supply of these stamps after their last issue crosses the border during the month of December, and it is also suggested that it might be possible to adjust your mailings that would naturally come near the end of December so that they will cross the border after January 1, when there is no duty.

"In this connection, however, I desire to inform you of a definite ruling by the Canadian Revenue Department to the effect that the duty is applicable on all shipments at the place and time of clearance; this would mean the border in connection with mail shipments from the United States, but on bulk shipments the place and time of clearance for further distribution at an interior customs office."

Under the new tariff, too, Canada has been assured by the United States that newsprint will continue to enter without duty. In a synopsis of the tariff treaty read at the White House by President Roosevelt, the status of newsprint was explained as follows:

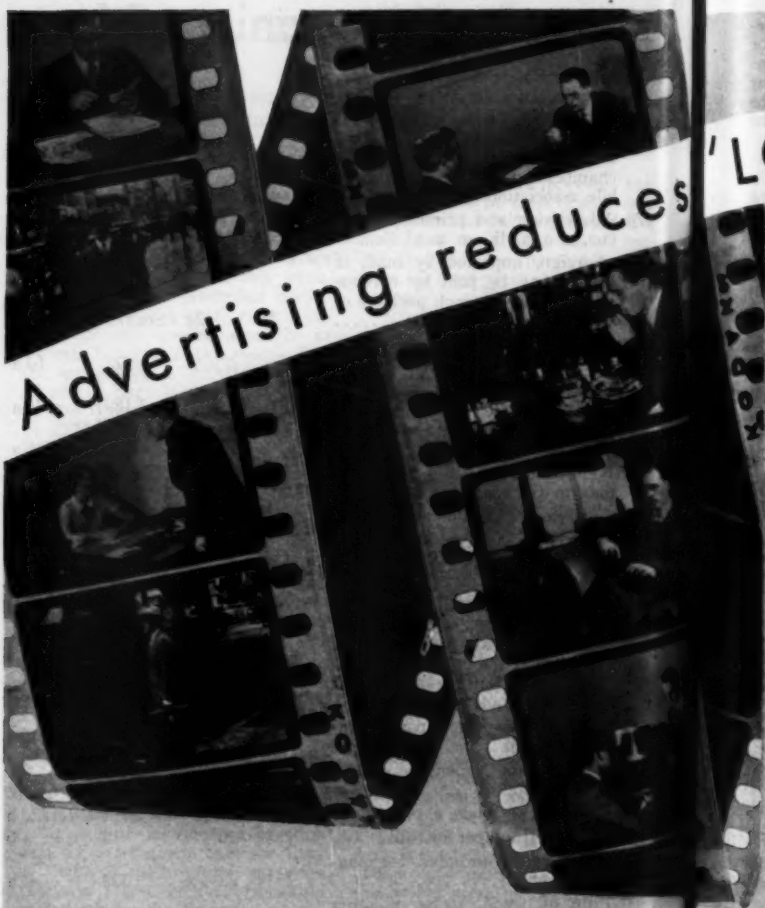
"The biggest items bound on the

Tariff Item	Present Duty		New Duty		Exports in \$1,000s	
					1930	1935
169, 184b, 184c, 184d ex Periodical publications, unbound or paper-bound, issued not less than four times a year.....	Var.		Free		r	r v
174 ex Tourist literature, issued by Federal or State Governments, chambers of commerce, automobile associations, etc.....	Var.		Free		—	— v
178 Advertising and printed matter, etc., n. o. p., lb., m. a. v.....	15¢ 35%		12½¢		3,097	826 a
178 a Foreign, imported by mail, if duties may be paid by revenue stamps, duty on each package of 1 ounce or less.....	2¢		2¢		See 178	See 178 b
179 Labels, tags, tickets, etc., n. o. p., a. v.	35%		32½%		272	63 a
180 Photos, paintings, pictures, maps, etc., n. o. p.....	22½%		20¼%		1,189	246 a
180 c Decalcomania transfers for mfg., etc.	12½%		9%		x	5 a
183 Newspapers partly printed for pub. in Canada.....	25%		22½%		72	29 a
184 Newspapers, unbound, and magazines, etc.	Free		Free		s	— b
184 b Magazines, unbound, agricultural, technical, etc. (i) 20-30 per cent advertising, per copy.....	2¢		Free		4,140	2,540 c
(ii) Over 30 per cent advertising, per copy	5¢		Free		x	x c
184 c Magazines for religious, educational, etc., purposes, not over 20 per cent advertising.....	Free		Free		x	x c
184 d Periodicals or newspaper supplements, lb.	15¢					
196 Newsprinting paper, etc., under 2¼¢ per lb.....	15%		Free			c
197 Paper of all kinds, n. o. p.....	25%		22½%		2,158	823 b
ex Cigarette paper in rolls.....	25%		20¼%		4	1 b
197 a Book paper, uncoated, for magazines, etc.	25%		22½%		332	2 b
200 Pulp of wood, straw or other vegetable fiber	25%		22½%		1,005	367 a
256 a Rotogravure ink	25%		22½%		33	15 a
302 Lithographic stones, not engraved	20%		17½%		2	— a
412 d Offset and litho presses; printing presses, etc., n. o. p.....	15%		10%		101	494 b

In the above, the letters a, b or c in the final column indicate the "nature of assurance" to the United States of the most-favored-foreign-nation treatment, as follows:

(a) reduction in duty under most-favored-foreign-nation treatment, without assurance that this rate may not be increased; (b) reduction in duty bound against increase during the life of the agreement; (c) reduction below the present most-favored-foreign-nation treatment and rate bound against increase during the life of the agreement.

The life of the agreement is from January 1, 1936, to December 31, 1937, with automatic extensions if the two nations agree.



Advertising reduces

M c G R A W - H I L L P U

American Machinist
Aviation
Bus Transportation
Business Week

Coal Age
Chemical & Metallurgical
Engineering
Construction Methods

Electrical Merchandising
Electrical West
Electrical World
Electronics

Factory Maintenance
Metal and
Power

McGraw-Hill Publishing Company, Inc.,

330 W

'LOST MOTION'

in your sales work

SUPPOSE a "time-and-motion study" expert were to analyze the typical day of a salesman.

How much time would he find lost in reception rooms of prospects? How many lost motions in "missionary calls"? How many fruitless efforts trying to interview men who ordinarily "don't see salesmen"? How many repetitions of elementary explanations to prospects who don't know your company or its products?

The expert's report would say . . . "Too many man-hours wasted! Too many lost motions! Let's find a mass production method of doing this preliminary work."

Advertising is a mass-production sales tool. It makes calls regularly on all prospects, at about one cent a call. It helps the salesman use his time more effectively to make more sales, and so make more money for himself and for his company.

ALL PUBLICATIONS

andising

Factory Management and
Maintenance
Metal and Mineral Markets
Power

Engineering and
Mining Journal
Engineering News-Record
Food Industries

Product Engineering
Radio Retailing
Textile World
Transit Journal

INC.,

330 WEST 42nd STREET, NEW YORK, N. Y.

free list are newsprint paper, wood pulp (mechanical, soda and bleached sulphite) and pulpwoods. Including wood pulp of the kinds already bound on the free list by the Swedish agreement, our imports of these three articles from Canada in 1929 were valued at no less than \$184,000,000. The justification for assuring to Canada that these three commodities will continue to enter without duty during the life of the present agreement lies chiefly in the fact that this country is at present unable to supply anything like its total requirements of paper and paper-making materials, and the fact that in normal times the cut of wood from our forests, for paper, lumber and all other purposes combined, greatly exceeds the annual

growth, with resultant steady depletion of our timber stands. For more than ten years past the imports of paper materials and paper have been more than half of the total paper consumption in the United States.

"Any sudden and marked reduction in imports of these commodities would greatly derange the paper-manufacturing and paper-using industries of the country. Adequate advance notice of any intention to change our long-standing policy regarding imports of these products should be given in the interests of our American business."

The table on page 41 lists items in the new schedule of interest to advertising and allied businesses.



Scribbled Slogans

THE Hotel Lexington, of New York City, which seems to have crept into these columns before, is still out for trade. We have on hand a letter that was written by the manager to an advertising agent.

The manager thinks his hotel's Silver Grill must be the kind of place that appeals to advertising men; and to prove it he quotes a string of slogans that have been found scribbled on the backs of menus, some of which are:

Slake Your Thirst—Drink Doakes Ale First.

Brown's Prime Beef—Not a Calf in a Carload.

Bounce along with Bunce's Heels. Bu. lo's (illegible) for Half-Baked Bachelors.

Slipping, Slapping, Gone—Benjamin's Elixir for Bald Beauties.

Pampered by a Proud Papa? Smoke a Herring.

In the interests of sobriety, devotion to duty, etc., etc., we suggest that this go no further.



Form Shepherd & Gurrier

J. Quinton Shepherd, illustrator and free-lance artist, and Frank W. Gurrier, formerly of the Metropolitan Art Service, both of New York, have formed the Shepherd & Gurrier Advertising Art Organization, with offices at 70 West 45th Street.

Death of F. B. Blair

Frederick B. Blair, president of the Midland Broadcasting Company, operator of station KMBC, Kansas City, died recently after a short illness. He had been president of the company since 1927.

New Account to Hubbell

The San Electro Company, Cleveland, manufacturer of manicure machines and supplies and beauty shop equipment, has appointed the Hubbell Advertising Agency, Inc., of that city, to handle its advertising.

Names Terrill Belknap Marsh

The Athol Manufacturing Company, New York, book covers, has appointed Terrill Belknap Marsh Associates, of that city, to direct its advertising campaign. Business papers and direct mail will be used.

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Voids Fair Trade Act

New York Supreme Court Justice Holds State's Junior Capper-Kelly Act Unconstitutional

BY his decision in the case of Doubleday, Doran & Co., Inc., and Doubleday, Doran Bookshops, Inc., against R. H. Macy & Co., Justice Frederick P. Close of the Supreme Court of the State of New York held the Fair Trade Act of New York, known before its passage as the Feld-Crawford Bill, unconstitutional.

This is the second decision on this case this month. Supreme Court Judge Philip A. Brennan in Brooklyn, on November 1, upheld the act as constitutional by granting an injunction against Samuel B. Angert, owner of a retail drug store. This action was brought by Cooper & Cooper, Inc., razor blade manufacturer.

Particular interest is attached to the Doubleday, Doran-Macy case because it is a friendly action designed to get the constitutionality of the New York Fair Trade Act before the Supreme Court of the United States as rapidly as possible. The case has national implications inasmuch as the Feld-Crawford Act was modeled closely after the Junior Capper-Kelly Bill already in effect in ten States. A number of other State legislatures are considering similar acts.

The California Fair Trade Bill has been under litigation for a year or two and up until the Doubleday, Doran-Macy case business was looking for the Supreme Court's decision on the California act to show the constitutionality of the various Junior Capper-Kelly Bills.

Justice Close made a number of interesting observations in his decision.

In closing, he said:

"Many writers on economic questions have long urged that legislative relief be granted against so-called price-cutting, maintaining that it is an economic evil that should be eradicated. That may be

so but my present opinion is that our fundamental law must be changed before such an act as this can be upheld. If our present organic law is to be held elastic enough to permit legislation such as this, it seems that so radical a departure from precedent might better be announced by the court of last resort."

The case has a two-way interest in that the plaintiff was suing on behalf of both Doubleday, Doran as publishers and Doubleday, Doran as retail book sellers.

Macy admitted that it had sold three books listed at \$2, \$3 and \$1.50 for \$1.76, \$2.64 and \$1.31 respectively.

Macy Says Act Violates Fourteenth Amendment

Macy alleged that it has conducted a department store for many years, selling for cash only, and enjoys a good-will resulting in a sales volume of many millions of dollars per annum. It claimed that the retailer plaintiff does not sell for cash but extends credit with resulting increases in overhead, and that Section 2 of Chapter 976 of the Fair Trade Act is violative of the Fourteenth Amendment of the Constitution of the United States in that it deprives the defendant of liberty and property without due process of law.

Macy also contended that the law violates Article 1, Section 6 of the Constitution of the State of New York upon the ground that it denied Macy the equal protection of the law as guaranteed by the Fourteenth Amendment of the Federal Constitution. The store further held that the act is an unconstitutional delegation of legislative power to private persons in violation of Article 3, Section 1 of the Constitution of the State of New York.

In his decision, Justice Close said



ONE OF THESE DAYS, JOHN WE MUST LOOK INTO A CAR

A car, my dear? What put that bee in your bonnet?

Oh, I was thinking of Frank and Harriet. They seem to find a car so . . . so essential.

Essential?

Why, yes. Harriet tells me she drives simply everywhere. Taking the children to school. Going shopping and out for luncheon. Meeting Frank at the train. Really, she says she couldn't get along a single day without a car.

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But they're in a different position.

You mean . . . better off than we are?

Not at all, my dear. Not at all. The difference is that they have a home in the suburbs.

. . .

Scratch a man who's interested in a home and you'll uncover a man who's interested in a car. *He has to be.* In the suburbs a car is a family necessity. Month in, month out, it travels farther . . . burns up more gas and oil . . . wears out more tires . . . uses up more batteries . . . consumes more anti-freeze . . . *and has to be replaced oftener because it cannot be done without.*

Yes, a home in the suburbs *does* make a difference. Not only an automotive difference . . . but a *general* difference. Families have a tendency to exceed the Census Bureau Average. Guests and relatives come oftener and stay longer. The grocer delivers bigger bundles. The stores downtown send out more silver and napery, more bedclothes and kitchenware and golf clubs and dog collars and almost anything else you can remember having seen around a house. All of which makes a pretty bright picture for a lot of people with things to sell.

It makes a bright picture for us, too.

Three years ago, we realized that if this market—the *home* market—offered such opportunities for other commodities, it was pretty sure to do

right by the right kind of magazine. So we aimed The American Home squarely at it. We started talking sense to people with homes . . . good common sense about home-planning, home-making, home-living. We made *no* appeal to fiction lovers, detective-story addicts, devotees of beauty culture or Hollywood gossip. We stuck right to the *home* and life in the home. *And look what happened to us:*

Over 750,000 circulation in November, 1935 (with a guarantee of 850,000 in June, 1936) . . . an increase of nearly 300% in 3 years.

56% of our circulation in subscriptions. No boy sales, no premiums, no reduced prices, no arrears.

44% of our circulation bought voluntarily at the newsstand.

That, we think, is a success story—a story of maximum response with minimum sales expense.

We offer it as an example of what can happen when you *concentrate* on these folks whose major interest is the home.

In other words . . . what is being done *by* The American Home can be done *in* The American Home. *Maximum response with minimum sales expense.*

. . .

If your product is for the home or for use in the home, sell it in the magazine that *talks sense* to people who *have* homes, *love* their homes, *spend money* on their homes.

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The AMERICAN HOME

merica's No. 1 medium for advertisers who sell *anything* for the home

that the economic wisdom of the act was not for him to decide. He pointed out further that the validity of that portion of the act providing for contracts fixing resale prices was not attacked because the litigants considered that the legislature has such power.

He added:

"It has been expressly held that a producer may select only such customers as meet his conditions as to price policy (United States v. Colgate & Co., 250 U. S. 300). But when the State has attempted by legislation to fix the selling price of ordinary commodities and services, the acts have uniformly been held unconstitutional as beyond the legislative power. For instances, see *Wolff Packing Company v. Court of Industrial Relations*, 262 U. S. 522 (wages); *Tyson v. Banton*, 273 U. S. 418 (theater tickets); *Williams v. Standard Oil*, 288 U. S. 235 (gasoline); *Peo. v. Gillson*, 109 N. Y. 389 (coffee). That the question is not settled is demonstrated by the following excerpt from the opinion in *Ribnick v. McBride*, 277 U. S. 350, at page 377:

"Under the decisions of this court it is no longer fairly open to question that, at least in the absence of a grave emergency, * * * the fixing of prices for food or clothing, of house rental or of wages to be paid, whether minimum or maximum, is beyond the legislative power."

Cites *People v. Gillson Case*

Justice Close cited the case of *People v. Gillson*, which held unconstitutional the statute designed to prevent price-cutting in the sale of foodstuffs by prohibiting the giving of premiums or gifts in connection with the sale. He quoted at some length from the decision given by Mr. Justice Peckham.

Justice Close discussed the two varieties of price fixing as follows:

"It is claimed that while attempts at 'horizontal price fixing' i.e., agreements by groups and producers, wholesalers or retailers to fix the sale or resale price of their collective products or commodities,

may be illegal, 'vertical price,' meaning thereby the efforts of a single producer to fix and maintain the prices of his products by those who sell the ultimate consumer, is not.

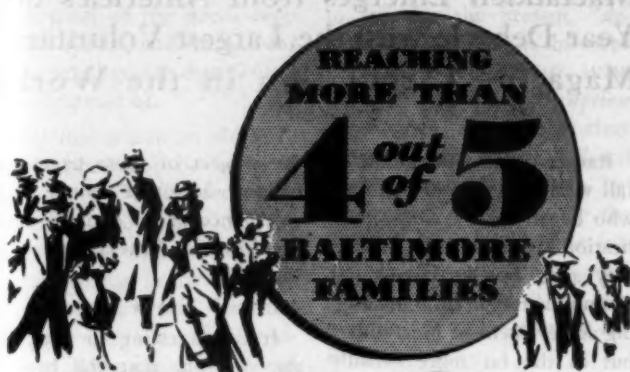
"A law may be devised to bring about this result but the defects in this act are so seemingly patent that it must be declared invalid. The act does not even provide that the producer shall enter into similar agreements with each retailer. One might be favored over another and seemingly the less favored one would have a cause of action against the more favored retailer though the latter would be living up to the letter of his contract with the producer.

Unlimited Power Over Others' Property Another Defect

"Another defect is the attempt to give to private persons unlimited power over the property of others. Unless the courts are prepared to hold that by placing his brand upon a commodity, the producer retains a property right in that commodity until it reaches the hands of the consumer, so that he may fix its price at every stage of distribution, this statute must fall. That it is unconstitutional to place such power in the hands of private individuals seems to be plainly indicated by such authorities as *Washington v. Roberge*, 278 U. S. 116, *Yick W. v. Hopkins*, 118 U. S. 356, *Baltimore v. Radecke*, 49 Md. 217."

One of the most startling statements made by Justice Close was this: "The use of so-called 'loss-leaders' is to attract customers and is no more destructive of competitors than are other forms of advertising that attract public attention."

It is interesting and perhaps significant to find the court recognizing loss-leader selling as a type of advertising. This is a subject which has been violently debated among advertisers for many years; the general consensus of opinion being that a loss-leader in itself cannot constitute advertising, that it is only the announcement of the loss-leader that is advertising. Whether Justice Close's definition



60,000 Extra Buyers

— is the plus value you receive when you use the News-Post.

Not only does News-Post advertising mean better than 4 out of 5 coverage of Baltimore's families (84.4% to be exact) but the total circulation of 200,701 (12 months average) means 60,000 MORE than any other Baltimore evening daily — and at 35¢ a line.

These extra buyers can use a lot of your merchandise. Tell them and sell them through the News-Post.

BALTIMORE NEWS-POST

Represented Nationally by

HEARST INTERNATIONAL ADVERTISING SERVICE

RODNEY E. BOONE, General Manager

On Sundays

The Baltimore American has a plus coverage, too. 227,842 circulation—the largest in all the South and 20,000 more than any other Baltimore Sunday Newspaper.

Macfadden Emerges from America's Six Year Debacle with the Largest Voluntary* Magazine Circulation in the World

Rather an amazing result to fall within the life of one man who began with a single publication about a third of a century ago. But its importance lies not merely in this outstanding achievement of Macfadden, but in the far more broadly significant thing that is happening in America and which has not yet been put into words.

And it is this significant thing that is happening in—not to—America (nothing is happening to America) that brings us back once more to these editorial pages which had consideration amongst thinking minds a few years ago.

This significant thing is the *psychological change* that has taken, and is taking, place amongst a great, broad mass of American people—a change which gives assurance that some of the ideas and ideals of the past can find fulfillment. *That change being the settling down of a great mass of people from a useless and untidy waste of wild expenditures to a stabilized demand for useful and usable goods.* And this will be

*Voluntary circulation is the number of copies of a magazine that people will buy, issue by issue, if left to their own devices.

the subject of these pages to follow. In other words, the emergence of an entirely new market as America itself emerges.

★ ★ ★ ★

It is interesting to note, at the start-off, that the beginning of this significant change, which is now in full flow, must be credited entirely to the great manufacturing interests themselves of these United States.

The concept of this new era in American affairs began with important big employers themselves *who clearly saw where their mass production schedules were leading them*, who clearly understood that new mass markets had to be found to absorb that mass production, and who *consciously changed the whole course of world history in their effort to achieve this result.*

Russia talks about her economic revolution. *That economic revolution started right here in these United States* when America first discarded the age-old idea of *labor as a commodity* and, by voluntarily raising wages and shortening hours, created the brand new idea and ideal of *labor as a*

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market; thus, *changing the very basic tenet of the whole capitalist system*, and doing it far more intelligently than Russia ever dreamed of.

But that is now an old story which need not be repeated here. It may be interesting to remember, however, that the story of that tremendously important change in the economic set-up of the world was first put into words in a similar series of these pages sponsored by Macfadden Publications nearly ten years ago.

That new concept of a *participating world*—a world that was at once *maker and user*—had its first set-back in 1921. And nobody knew just why. No sales manager who had a big production schedule on his hands will ever forget those early post-war days. He didn't know where his markets were nor how long they were going to last. Every market he dealt with was as unstable as a whirling feather in a gust of wind. The only mass market that could be counted upon was *the steady demand for pink silk shirts and green silk socks*, accompanied always by a *riot of powder and perfume*. And the result was the crack-up of 1921.

The second set-back of this new concept of a participating world came, of course, with the great debacle of 1929. And that will be taken up more

fully in later pages. Suffice it to say, for the present, "*debacle*", not "*panic*", is the word to use in relation to 1929. Debacle—*a sudden disruption*—as when a mighty river breaks its dam and rolls down over the peaceful people below, with "*panic*" merely the helter-skelter activity that follows it. *Debacle the gathering of forces too great at the top, with outlets too narrow at the bottom.*

It was evident even then to thinking minds that something was definitely lacking in the plan. But the world moves fast. Even since that time changes of such significance have taken place that a whole new world is opening up to us.

These changes and their significance will be discussed in the pages to follow. It is hoped they will again put into words what America has been putting into deeds.

The fact that Macfadden has emerged from this six year period with the largest voluntary magazine circulation in the world is an important fact in verifying these changes and a most important factor in pointing up their significance.

But the most important things are the changes themselves which give assurance of wider and more substantial markets, as America itself emerges.

of the loss-leader will be followed by higher courts is something that will be watched with a great deal of interest.

Before closing his decision, Justice Close referred to the decision of Justice Brennan and expressed his regret at being unable to "follow the reasoning of my learned colleague." He also stated:

"My attention has been called to decisions in other jurisdictions of courts of original jurisdiction, holding somewhat similar statutes

constitutional (Ingersoll & Brother v. Hahne & Co., 88 N. J. Eq., and same case in 89 N. J. Eq., 332), but in view of the authoritative opinions of our own Court of Appeals, I am constrained not to follow the authority of a court in a foreign State."

Representatives of Doubleday, Doran & Co. announced immediately that an appeal will be taken and said that they hoped the case would reach the Court of Appeals before Christmas.

* * *

Collecting Grocery Sales Data

The Food and Grocery Conference Committee, New York, composed of representatives of national grocery trade associations, has appointed a sub-committee to make a study of quantity discounts, advertising allowances, brokerage, and loss-leader selling. The sub-committee will report to its chairman, Paul S. Willis, president of the Associated Grocery Manufacturers of America, Inc., before the next committee meeting on December 11.

* * *

Gratwohl to Fawcett

Hollis W. Gratwohl, for the last four and a half years with the New York *Herald Tribune*, will join the promotion department of the Fawcett Publications, Inc., on November 25. Fawcett recently moved its general offices to Greenwich, Conn., although advertising headquarters remain in the Paramount Building, New York.

* * *

Heads Industrial Displays

H. Roy Penzel, formerly vice-president and sales manager of Industrial Displays, Inc., New York, has been elected president of the organization, succeeding Richard P. Lapointe, resigned.

* * *

Herrick with Key

Burke Herriek, formerly radio director of the Schwimmer and Scott Advertising Agency, Chicago, has joined the Key Advertising Company, Cincinnati, as account executive.

* * *

Joins Minneapolis "Star"

Sam Howard, formerly with the Indianapolis *News*, has joined the retail display department of the Minneapolis *Star*.

* * *

Represents WCAO

Jackson & Moore, Chicago, have been appointed sales representatives in the Middle West for radio station WCAO, Baltimore.

McCallum Advanced

A. Boon McCallum, for the last two years advertising manager of the *Cheyenne State Leader* and the *Wyoming State Tribune*, has been made assistant manager of the publications. He was formerly general manager of the Conner Advertising Agency, Inc., Denver. He succeeds W. I. N. Cox, who has become manager of the Ogden, Utah, *Standard-Examiner*.

* * *

Joseph Bulova Dies

Joseph Bulova, president of the Bulova Watch Company, died at New York this week. He was eighty-four. Born in Bohemia he emigrated to America at the age of eighteen, starting his own watch company, the J. Bulova Company, a few years later. The company name was changed when wrist watches came in vogue.

* * *

Ogilvie Sisters Name McKim

Ogilvie Sisters, New York, hair and scalp preparations, have appointed A. McKim, Ltd., Toronto, as their Canadian advertising agency and Lillico, Ltd., as Canadian sales agents. Lou Huntington is handling the drug field in New York and vicinity.

* * *

Promoted by Northern Paper

Herbert L. Nichols, for the last three years in charge of the Detroit office of the Northern Paper Mills, Green Bay, Wis., has been appointed assistant sales manager of the company.

* * *

Retzlaff Returns to Fruehauf

W. G. Retzlaff has joined the Fruehauf Trailer Company, Detroit, in charge of sales engineering. He formerly was with Fruehauf and since 1930 has been doing national trailer promotion work.

* * *

"Inland Topics" Appointment

Richard Cook, of *Inland Topics*, Chicago, has been appointed Eastern director of that magazine, with offices at 9 East 40th Street, New York.

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Contest Builds Sales Talks

Best Foods Offers 1,000 Prizes to Retailers in Promotion for New Nucoa

A DEALER contest that will, Best Foods hopes, produce new sales for New Nucoa, get the grocers and clerks selling it to try it out at home, give them an idea of suitable sales talk for the product and leave relatively few of the entrants unrewarded, is a part of the accelerated fall promotion for New Nucoa.

The distribution set-up is peculiar to the product. It is a margarine, and a Federal law passed many years ago requires any grocer re-selling a margarine to take out a special annual license, paying a fee for the right. Approximately 100,000 grocers out of the 400,000 in the country have such licenses.

Consequently, a contest opened to the entire trade would reach the attention of an audience 75 per cent useless from the standpoint of sales. The present contest, by requiring that all entrants enclose an end flap from a Nucoa carton, accomplishes the elimination of grocers who do not stock the product (although all entrants will be checked by the monthly Government report) and gives additional assurance that a number of pound cartons will find their way to the home of the grocer and his clerk.

What the entrant must do is to supply sales talk for retail salesmen. The set-up is illustrated in cartoon form in trade-paper insertions and in broadsides distributed to the trade through the wholesalers.

"Selling Sam" sells Mrs. Jones a pound of Nucoa" is the caption over the strip. "Selling Sam" stands behind the counter while Mrs. Jones fires leading questions at him. "What is this New Nucoa, Sam?" she asks. He replies in pantomime with an empty balloon, the answer to be supplied by the contestant. "What else is it used for?" she queries. "Is it all right for Johnny here?" she leads again,

indicating her young son. Sam is to be given an answer to each. "And what's more, Mrs. Jones," he concludes as a parting shot, "....." This is the clincher and Mrs. Jones take a pound.

"Put yourself in Sam's shoes and tell Mrs. Jones about New Nucoa," the copy runs. "Write your own sales talk . . . just as you would tell it in your store. . . . Write what you think Sam is saying, in no more than twenty-five words each, on a plain sheet of paper, numbering answers 1, 2, 3, 4 to correspond with four pictures."

Added momentum is given the contest through the distributors' salesmen. Distributors are supplied with broadsides sufficient in number to supply each grocery with four or five copies. The broadsides contain considerable more material to help the contestant figure out his answers.

Information about Product Supplied in Broadcast

A list of replies to typical questions about the product supplies several ideas. Explanations follow the questions "What is New Nucoa?" "What is it made from?" "Is it pure and wholesome?" "Is it economical?" "Is it approved by authorities?" "How about its food value?" "How is Nucoa colored?" In addition the uses of Nucoa are described under the headings "As a spread for bread," "As a shortening," "As a seasoning for vegetables," "For pan frying," "For candies, sauces, etc."

The grocer or his clerk, poring over this material, is pretty sure to get a moderately comprehensive idea of what the product is all about. He is likely to have something to say about the product to the next customer, whether or not he bothers to formulate a few sentences of sales talk and mail them



"Let them eat Cake"

SAID THE QUEEN

WHO WASN'T MUCH OF A BUSINESS WOMAN

WHEN MARIE ANTOINETTE made the immortal suggestion that her breadless subjects try the alternative of cake, she not only revealed herself one of history's *belles dames sans merci*, but a deplorably poor business woman as well.

Subsequent events confirmed this. Indeed, while the din of revolution echoed loud in her cell, it must have been easy for her to conclude that while it was perhaps her regal privilege to *deny* the masses, certainly it proved highly unprofitable for her to *misunderstand* them.

By a somewhat imperfect parallel, advertisers may well take a lesson from the queen. For although the advertiser who misunderstands the masses is hardly in danger of the guillotine, his profit sheets face the menace of a not inconsiderable paring.

Whether it flatters our product-pride or not, the volume market of practically every large advertiser is the none too erudite *average* citizens . . . the millions of men and women whose knowledge of art and literature is confined

to the newspapers and movies, *but who account for almost 90% of the retail sales made in America.*

The sooner an advertiser realizes this, the more readily will he appreciate the wisdom of addressing his *real* prospects in a language they understand.

Certainly, some of the subtle "nifties" that brighten a golf game would be hopelessly lost on an audience whose idea of a "birdie" is a Hartz Mountain diva whose artless arias (in the opinion of these prospects) surpass anything ever heard at the Metropolitan.

By the same token, sophisticated sales talk may be all right to advertise thousand-dollar silver services to Gold Coasters, but heaven help the advertiser of tires, breakfast cereal or toothpaste who allots it a place in his everyday lexicon of selling language.

Simplicity's the thing. But the task of achieving it, without losing color and drama, is far from a simple one. Advertising copy that will sell goods to the millions cannot be based on any so-called formula or theory. Only a knowledge of people—*plus* genuine creative talent—can perform that job.

If there is one thing this agency prides itself on, it is its understanding of **PEOPLE**—*and how to sell them.* The ability—proved by client after client right through the years—to make the millions stop, read, and dig into their pockets to trade hard-earned dollars for merchandise.

We shall be glad to outline to any executive some very interesting cases in which this kind of copy proved to be the needed stepping stone to increased sales and profits.

RUTHRAUFF & RYAN, INC.

Advertising

NEW YORK

CHICAGO

ST. LOUIS

KANSAS CITY

DETROIT

LAKELAND

LOS ANGELES

SAN FRANCISCO

SEATTLE



4,354,472 more DSR passengers

in October, 1935 than in October, 1934

(Report of Detroit Street Railways, operating Detroit's municipally owned street cars and buses)

4½ million more passengers! 140,000 more Detroiters every day going from here to there and back again!

Where do these busy Detroiters go?—To and from offices and factories; to and from shopping; to and from theatres, parties, and all the amusement places of men and women with money to spend.

And every one of these added trips testifies to the excellent condition of Detroit, the city which continues to lead the march to Prosperity.

In Detroit, Times circulation and Times advertising effectiveness boom along with the city. The powerful medium in this powerful market is now—more than ever—The Detroit Times.

DETROIT TIMES

"IN DETROIT . . . THE TREND IS TO THE TIMES"

REPRESENTED NATIONALLY BY HEARST INTERNATIONAL ADVERTISING SERVICE—RODNEY E. BOONE, GENERAL MANAGER

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in. But, in addition, the distributors' salesman bringing in the contest broadside will talk about the contest and have a chance to discuss the product not only with the grocer but with the entire staff, who, after all, do most of the selling.

The interest of distributors' salesmen is being secured by the offering of prizes directly to them. Five cash prizes, ranging from \$200 to \$50, are offered those men who service the five major prize winners among the retail contestants. Distributors are encouraged to offer prizes to their representatives who are responsible for motivating the largest number of entries, and in a number of cases this is being done.

The company is warming up the distributors by pointing out the advantages of the contest to them: that their men will have something new to say about the product, not to the manager alone but to everyone in the store; that sales of Nucoa will be increased by the concentration of thought upon its qualities; that entrants will be using Nucoa in their homes and finding out what it is like; that contestants will gain new knowledge of the product's talking points; that distributors' organizations can be pepped up by the application of the contest; that five distributors' salesmen will be awarded substantial prizes by Best Foods.

Best Foods further asserts that the contest is far simpler than the run-of-the-mill dealer contest (re-

quiring photographs of window displays, letters on "How I will tie in with So-and-So's big new campaign," etc.), that the contest is wide open to anyone in the store and that, therefore, the percentage of entries will be greatly increased; and that the prospect of winning a prize may encourage grocers not holding licenses for the sale of margarines to take them out and new prospects be thereby created.

The prospect of winning a prize is not so ephemeral as it might seem or as it frequently is in dealer contests. The company has provided 1,000 cash prizes, of which there are five major prizes from \$500 to \$100. Below these there are 250 prizes of \$10 each and 745 prizes of \$5 each. In addition to the cash prizes, 3,000 leather wallets are to be given.

Considering the fact that the number of entrants is limited by the number of margarine licenses, an expectation of 8,000 to 10,000 entrants seems reasonable, and 4,000 of these will get some sort of reward.

Best Foods splices the interest stimulated by the contest to the grocer's own merchandising problems by pointing out on the last page of the broadside the benefits from handling New Nucoa, quoting what dealers have to say about the margin of profit possible, the appeal to customers and how one customer brings in another, their own use of Nucoa at home, its rapid turnover and the value of a margarine license as an investment.

New Account to Ed Wolff

Jeffreys Laboratories, Calcium, N. Y., "Jelab" Natural Foods for foxes, mink, game, etc., have appointed Ed Wolff & Associates, Rochester, N. Y., as advertising counsel. Direct mail and magazines will be used.

Nelson on Railroad Directorate

D. M. Nelson, vice-president in charge of merchandising of Sears, Roebuck and Company, Chicago, has been elected a director of the Union Pacific Railroad.

Leaves BBDO

Dorothy Parker has left the Chicago office of Batten, Barton, Durstine & Osborn, Inc.

George Graff Dies

George E. Graff, president of the Sun-Gazette Company, publisher of the Williamsport, Pa., *Sun and Gazette Bulletin*, died at that city last week. He was seventy years old.

Motor Wheel Elects Cotes

M. F. Cotes has been elected vice-president of the Motor Wheel Corporation, Lansing, Mich., in charge of the heater division. He has been manager of the division for the last three years.

Change on Canadian Farm Paper

A. H. Smith is now Montreal representative of *The Farmer*, Toronto. Mr. Fraser, formerly Montreal representative, has returned to the Toronto office.

Who Knows?

KIMBALL, HUBBARD & POWEL, INC.
NEW YORK

Editor of PRINTERS' INK:

Before my forthcoming book of personal reminiscences goes to press, I want to correct some errors into which faulty memory has led me. For instance, I erred in attributing the first sale of a double-page spread in any American magazine to Condé Nast.

I was thinking of Henry Ford's double-page spread in *Collier's* in November, 1910—and if you want to see a bang-up piece of copy, run back through the *Collier's* files and you will find the spread contains the best announcement and justification of mass production you ever saw in your life. Mr. Ford ought to run it again, and again, reaching a new generation of readers, many of whom have been poisoned by all the blah and buncombe written on behalf of "old-fashioned hand craftsmanship."

Old-fashioned craftsmanship was what made our ancestors poor, and kept them poor through countless generations.

But before Mr. Ford published this early spread, *Good Housekeeping* carried a double spread for Cox's Gelatine, sometime in 1907. And *The Saturday Evening Post*, on April 5, 1903, published a center spread for Victor Talking Machines.

But even that takes us back only thirty-two years, and who knows that there wasn't some pioneer in the use of large magazine space (double spread or center spread) prior to 1903?

The first man who increased magazine space from a full page to two pages deserves well of his country, and of the publishing and advertising business. Who was he?

As Jack London might have said, "I am curious to know, I am curious to know!"

HARFORD POWEL.

Cuban Cigars with Maxon

The Department of Agriculture, Cuba, and The National Commission for Propaganda and Defense of Havana Tobacco has appointed Maxon, Inc., New York, to direct an advertising campaign to reach the Christmas gift-buyer. Half pages will be taken during the month of December in five magazines and newspapers in seven of the leading cities will get three insertions of 588 lines each. The campaign funds are from special State appropriated budgets. If the results are satisfactory at the end of December the growers of tobacco in Cuba, it is stated, will probably underwrite a further campaign.

Hotel to Smith & Drum

The Town House, Los Angeles hotel, has appointed Smith & Drum, Inc., advertising agency of that city, to direct its advertising account. A campaign is being planned using newspapers, class magazines and direct mail, as well as local publications in New York, Chicago and Detroit.

Representing "Architecture"

Robert H. Anderson, recently with the McGraw-Hill Publishing Company, has been appointed representative of *Architecture*, New York, in Ohio, Pittsburgh and Detroit. He will make his headquarters in Cleveland and Pittsburgh.

Opens Winter Campaign

One of the largest winter advertising campaigns in its history has been started by the Standard Oil Company (Indiana) to introduce a new fast-starting gasoline. A large list of newspapers, seventeen farm papers and a nineteen-station radio network are being used. Opening advertisements are of a news announcement type. Follow-up copy will feature humorous dramatizations participated in by a number of prominent film personalities.

Starts "Shipping Management"

The Breskin & Charlton Publishing Corporation, New York, will publish *Shipping Management*, a new magazine, beginning in January. Joseph Blue, at one time advertising manager of the Corrugated Paper Mills as advertising manager, will be editor. Editorial and advertising offices will be maintained at the new Boston office of Breskin & Charlton, 143 Newbury Street, as well as at New York.

Forms J. M. Lansinger, Inc.

John M. Lansinger, for twelve years publisher of *College Humor* and *Real Detective*, and Dorothy Ann Blank, former editor of *College Humor*, have opened an office in Hollywood, Calif., and will represent screen writers. The firm will be known as J. M. Lansinger, Inc.

THE Times-Star adds another plus to its already high value to the national advertiser. The total net paid average daily circulation for six months ending September 30, 1935 is 169,816—a gain of 7,466 over the same period of 1934.

The Times-Star's only minus (a plus to you) is a reduction in milline rate to \$1.77. This is one of the lowest of all evening newspaper milline rates in the U. S.—and by far the lowest of any newspaper in Cincinnati.

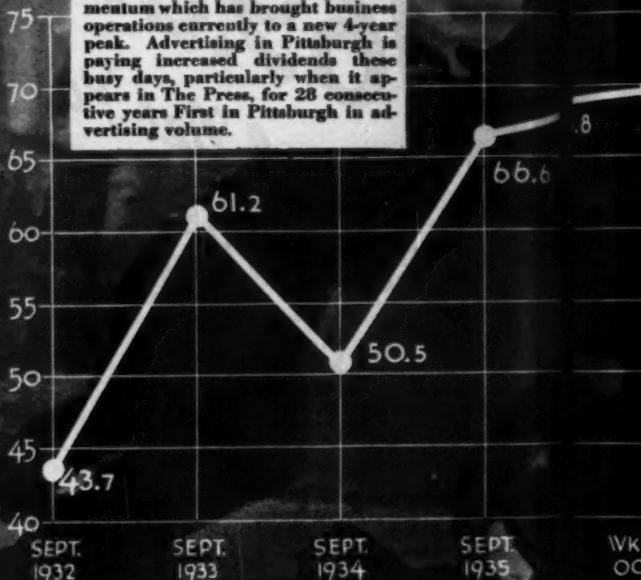
CINCINNATI TIMES-STAR

Hulbert Taft, President and Editor-in-Chief

NEW YORK: Martin L. Marsh, 80 E. 42nd Street CHICAGO: Kellogg M. Patterson, 333 N. Michigan

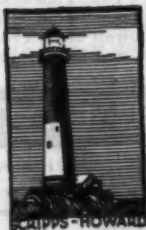
Progress IN AMERICA'S

Up! Up! Up! climb the index figures of business activity in the Pittsburgh district, most vital of American industrial empires. Increased production . . . gains in retail and wholesale trade . . . accelerated banking operations . . . all contribute to the momentum which has brought business operations currently to a new 4-year peak. Advertising in Pittsburgh is paying increased dividends these busy days, particularly when it appears in *The Press*, for 28 consecutive years first in Pittsburgh in advertising volume.



Index Numbers reported by Bureau of Business Research
University of Pittsburgh. Photograph by Luke Swank

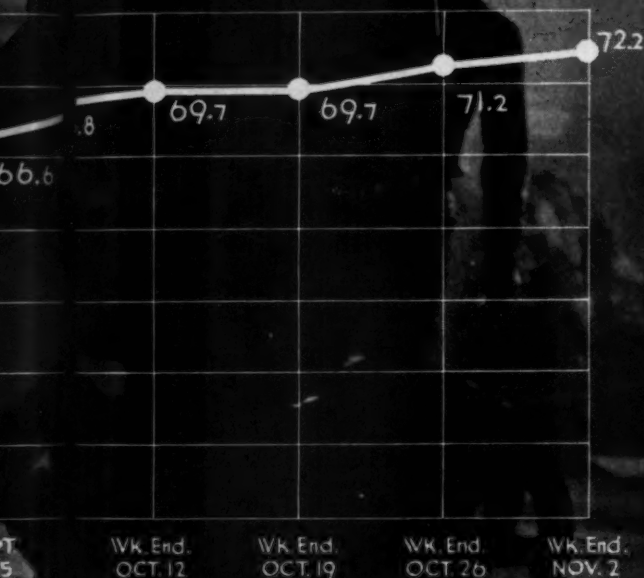
MEMBER OF THE UNITED
PRESS . . . AUDIT BUREAU OF
CIRCULATIONS, THIS WEEK,
METROPOLITAN SUNDAY
NEWSPAPERS and of
MEDIA RECORDS, INC.



The Pit
SCI

NATIONAL
NEWSPAP
CHICAGO
D

IEWS INDUSTRIAL CAPITAL



The Pittsburgh Press

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS
DETROIT . PHILADELPHIA . ATLANTA

ON NOVEMBER 10, 1935

The Sunday Inquirer carried the largest volume of paid advertising published in one issue of any Philadelphia newspaper for more than six years.

159,000 LINES

OF PAID ADVERTISING

Here is indisputable evidence that advertisers recognize the awakened interest in buying and the result-producing power of The Philadelphia Inquirer.

The Philadelphia Inquirer

**PENNSYLVANIA'S GREATEST
MORNING NEWSPAPER**

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I See Where . . .

REPPEAL of State sales tax recommended to Mississippi legislature by Governor Connor. . . . Assistant Secretary of Agriculture Tugwell has been working at United Artists' Hollywood studio cutting and editing picture he filmed in Middle West dealing with farmers, says *Motion Picture Herald*. . . . Next hearing in Patman so-called "chain-store" investigation scheduled for December 27, according to Congressional Intelligence. . . . Incorporated Society of British Advertisers asks Prime Minister Baldwin to halt Postmaster-General Wood's efforts to stop British advertisers from broadcasting from Continental stations. . . . 38,325 retail stores in thirty-nine States sell liquor, 12,134 being drug stores, says *Drug Topics*. . . .

. . . .

Oregon legislature adjourns. . . . Texas legislature adjourns without passing any tax measure. No new special session until January. . . . FTC issues "Foreign Trade Series No. 2," being revision of No. 1 outlining practice and procedure under Webb-Pomerene export trade act. . . .

. . . .

Henry P. Kendall to quit as chairman of Roper's Business Advisory Council at December 5 meeting, but will retain membership. . . . Income of American public \$48,561,000,000 in 1934, against \$41,889,000,000 in 1933 and \$67,917,000,000 in 1930. But 1929 was \$81,034,000,000. Government's share rose from 8.4 per cent in 1929 to 17.3 per cent in 1934. . . . Speaker at convention of American Petroleum Institute calls service station attendants largest single group of tax collectors in America, predicts their use in direct appeal to motorists to have gasoline taxes lowered. Retail Code Authority dissolves. . . .

. . . .

American Hotel Association reports average increase of 16 per cent in

gross income and 62 per cent in operating profits for resort hotels last season. . . . U. S. C. of C. survey shows strong opposition to New Deal by business. . . . October cigarette output 19 per cent above October, 1934, total for first ten months, 1935, close to 113 billions, says *Wall Street Journal*. . . .

. . . .

Texas Governor Allred signs bill permitting sale of liquor in unbroken packages in Texas. . . . AAA gets control of Federal Surplus Relief Corporation, Delaware corporation with broadest sort of powers including manufacturing. . . . Federal employees reach new peak with 794,467 in September, 24,000 over August. Additional employees not listed brings total to 1,336,542 exclusive of army and navy. . . .

. . . .

Supreme Court line-up: AAA processing tax arguments December 9, Bankhead Cotton Control soon after, TVA December 16 if Court grants Government's request. December busy month with decisions probable in January. . . . Federal Judge Hamilton in district court Louisville holds Guffey Coal Act constitutional. . . . National Conference of State Liquor Administrators meeting in New York urges nation-wide survey to study effects of repeal and frame temperance program; hears committee report Wisconsin, Minnesota, Illinois, New York, Washington, and New Jersey heaviest beer-drinking States, California heaviest wine-drinking, Wyoming, Illinois, Vermont, and Massachusetts heaviest liquor-drinking. . . .

. . . .

Retailers in N.R.D.G.A. to fight manufacturers' trade practice rules including such things as cessation of advertising allowances. . . . Secretary of Commerce Roper tells business breathing spell is permanent, "basic program of reform

has been completed." Business hopes he's right, but then again what about Tugwell's October 28 speech? . . .

Life insurance sales up 4.9 per cent in October. . . . Electric power index hits new all time high. . . . Variety store sales up 7 per cent October from September, 2½ per cent above October, 1934; rural retail sales up 23 per cent October from September, 17 per cent above October, 1934, says Department of Commerce. . . . Department-store sales October under September and August, 6 per cent over October, 1934, but retail trade picking up

with prospects of high volume of Christmas trade. . . .

Retail prices up 1.2 per cent during October, according to Fairchild Publications, while National Industrial Conference Board reports living costs up ½ of 1 per cent from September to October, being 3.7 per cent over year ago. . . . Bureau of Labor Statistics wholesale price index week ended November 9 was 80.1 (1926=100) against 79.8 preceding week and 76.6 corresponding week last year. . . . Alexander Hamilton Institute index of general business (1929=100) 82.5. . . .

G. M. S.



Bauer & Black to Change Agency

Joint announcement is made by Bauer & Black and Needham, Louis & Brorby, Inc., Chicago, advertising agency, that effective April 1, 1936, the advertising of Blue-Jay corn plaster, surgical dressings, Thermat head pads and Pal supporters will no longer be handled by that agency. The new agency has not yet been appointed.

Knight in New Post

Donald E. Knight, formerly with the national advertising department of Scripps-Howard Newspapers, has joined the staff of Williams, Lawrence & Creamer Company, New York, publishers' representatives. He will be in charge of the newly formed research and promotion department.



Appoints Ludgin Agency

The advertising account of the commercial equipment department of the Waters-Genter Company, Minneapolis, has been placed with Earle Ludgin, Inc., Chicago advertising agency. This includes advertising on the Toastmaster for hotels, restaurants and institutions and on the new Toastmaster Coffee Maker.

Crane Company Names Simmons

H. H. Simmons has been appointed advertising manager of the Crane Company, Chicago, pipes, valves, plumbing and heating fixtures, etc. For the last nine years he has been with Russell T. Gray, Inc., Chicago agency, of which he has been vice-president and account executive.



Gerber Products to Federal

The Gerber Products Company, Fremont, Mich., manufacturer of Gerber's A. B. C. Strained Vegetables, has appointed the Federal Advertising Agency, Inc., New York, as its advertising agency. Plans for 1936 advertising are now being formulated.

Ziesing Promoted by Curtis

Richard Ziesing, Jr., formerly with the Cleveland office for seven years, of the Curtis Publishing Company representing the *Ladies' Home Journal*, has been made service manager for the *Ladies' Home Journal* with headquarters at Philadelphia.



Agency Network Plans Meeting

The third annual convention of the Continental Agency Network, nationally inter-connected group of advertising agencies, will be held at the Hotel Netherland Plaza, Cincinnati, November 23 and 24.

"Cosmopolitan" Adds to Staff

Clifford S. Bailey, of the Eastern staff of *Liberty*, and Howard H. Du Bois, promotion manager of the Budd Wheel Company, Philadelphia, have joined the Eastern sales staff of *Cosmopolitan Magazine*.



Hopkins to "Review of Reviews"

J. M. Hopkins has been appointed general manager of the *Review of Reviews*, New York. He resigned from the Universal Magazine Company to assume his new duties.

Sherry Joins Blackman

Edward Sherry, formerly with the copy departments of the J. Walter Thompson Company and J. Stirling Getchell, Inc., has joined the copy staff of Blackman Advertising, Inc., New York.

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**Style
plus
Stamina**

It's not in the expensive pattern alone
or in the quality of the fabric
that you find the difference between
the two. It's in the way the fabric is
cut and the way it is made.

The new Curlee suit is made of a special fabric
that is not only strong and durable but
also has a natural texture that gives it
a unique appearance. It is made of
a special fabric that is not only strong
and durable but also has a natural texture
that gives it a unique appearance.

FRANK VLASNIK
PRIN. & CO.

Dealers Like These Folders

How Clothing Manufacturer Stimulates Interest in Direct-Mail Material and Thereby Increases Sales

A RECENT experience of the Curlee Clothing Company, St. Louis, is an indication of how the interest of dealers can be stimulated when direct-mail advertising material is attractive and effective and is sold to the trade in much the same way as the merchandise itself.

This men's clothing company prepared, for use by dealers, a campaign of folders that are more elaborate and attractive than ordinarily is the case. Printed on good stock, in color, these folders, measuring approximately seven by nine inches, have a quality appearance. The cover in each instance carries a brief heading and a design. Inside there is always a swatch of material and a natural color photograph. The dealer's imprint appears on the inside along with the text.

The photographs are of men wearing Curlee clothes. Each picture also contains, as a guarantee of interest, a woman companion.

The scenes are appropriate to the seasons.

"As a rule," says H. C. Phillips, advertising manager, "it is difficult to check accurately the results obtained from a campaign of this kind. However, you will notice that each folder has a swatch of the material attached, and it has been our experience that after the mailing of these folders there has been an enormous increase in the demand for suits of these particular patterns. So much so, that it has been necessary for us to re-buy in large quantities in order to meet the demand.

"Here is convincing evidence of direct results and we are confident that in addition to the suits that were sold of these patterns, there must have been many that were induced to come into the merchant's store through the campaign and bought other patterns or models when they saw the merchant's complete display.

"The full color photographs have



a GIANT is born...

A GIANT ADVERTISING MEDIUM HAS BEEN CREATED IN THE WEST.

A giant with over 800,000 prolific circulation that saturates 117 prosperous communities in the Nation's richest market. This giant provides more than coverage—it provides HOME DELIVERED coverage plus the dominating influence of the home-town newspaper with smashing full size newspaper pages in four-color. This giant is FIVE STAR WEEKLY, an added feature to long established daily newspapers.

Its pulse will beat for the first time in over 800,000 Western Homes on January 18, 1936. For on that day 117 daily newspapers in California, Oregon, Washington, Nevada, Arizona, and Hawaii will introduce this four-color newspaper-magazine supplement to their readers. Thereafter this GIANT OF THE WEST will be a regular weekly visitor in nearly a million family circles, entertaining every member of the family with tales of the West.

FIVE STAR WEEKLY is a family magazine in every respect and is definitely a product of the West. Its own 117 member newspapers and the West's most distinguished authors and artists, attuned to the reading habits of Western people, contribute to it.

FIVE STAR WEEKLY affords advertisers a new opportunity to develop the vast outside market of the Pacific Coast where 60.5 per cent of all retail purchases are made. If you have not been supplied with full details on FIVE STAR WEEKLY, call, write, or wire our nearest office.

NEW YORK
21 EAST 40TH ST.

CHICAGO
340 NO. MICHIGAN AVE.

DETROIT
3084 WEST GRAND BLVD.

SAN FRANCISCO
220 BUSH ST.

ST. LOUIS
411 N. TENTH ST.

LOS ANGELES
433 SO. SPRING ST.

SEATTLE
603 STEWART ST.

PORTLAND
520 S. W. SIXTH AVE.

VANCOUVER, B. C.
787 W. PENDER ST.

FIVE STAR ★ ★
★ ★ ★ WEEKLY
GIANT OF THE WEST

caused considerable comment among our dealers and we have in our files a great many letters received from our customers in regard to the campaign.

"We have salesmen's samples printed in advance of the regular run and have them imprinted with the names of some of our best customers. They are then made up in portfolio form with a nice-looking leather case and a printed order book included. We also furnish our men with copies of the letters received from dealers who have used our campaigns and found that they are decidedly worth while.

"We, of course, set a minimum number of suits that a customer must buy in order to be entitled to the advertising, and then divide the cost with him."

The advertising contract that dealers are signing for the spring season, 1936, gives them a choice of two folders or they may buy both. One of these features a light-gray material and the other a novelty tan.

"It is understood," the contract reads, "that upon receipt of this order you are to immediately print the advertising matter including our name and address as shown below and then hold it until our mailing list arrives in your St. Louis office.

"The cost to us of this material and service will be 3 cents per name which covers all expense of

the advertising piece including postage."

As is customary in such forms, the dealer is asked to print his firm name clearly in order to avoid mistakes. As an extra precaution against difficulties along this line, the dealer is asked to attach one of his letterheads.

All of the mailing is done from St. Louis in order to assure complete distribution. No order is taken for less than one hundred of either folder. There is no limit to the number that the company will mail for any customer who buys the required number of suits. The suit requirement is the same for all of the customers. The minimum requirement is made low enough so that practically all customers can participate in the campaign.

"Our customers have found these folders to be a very effective means of advertising and are able to trace many direct sales to it," further explains Mr. Phillips. "One of our salesmen, while working with a large customer in Dallas, Texas, recently found that twelve customers came in, in direct response to the folders, while he was in the merchant's store.

"We have found that this type of folder is not only effective in the larger cities but also in the rural districts. Much of the appeal of these folders can be attributed to the reproduction of the color photographs. They make a distinctive impression."

Marie Jacobi with New Studio

Marie Jacobi, art buyer for Fletcher & Ellis, Inc., New York, has resigned that position to become associated with the studio recently organized by Arthur W. Munn and Voorhees F. Macom, New York.

Names Federated Sales Service

The Federated Sales Service, Boston, has been appointed as marketing counsel for the Fabreka Products Company, of that city, belting for conveyor purposes. Business-paper advertising is planned.

Mitchell Joins "Radio Guide"

Curtis Mitchell, former editor of *Radio Stars Magazine*, has joined *Radio Guide*, Chicago, as vice-president and editorial director.

Has Hotel Account

Hotel El Cortez, San Francisco, has appointed Kelly, Nason & Roosevelt, Inc., of that city, to direct its advertising account. Direct mail, magazines and regional newspapers will be used.

Neitz, Convention Chairman

Arthur G. Neitz, publishers' representative, Seattle, has been named general chairman for the convention of the Pacific Advertising Clubs Association, to be held in Seattle, July 5 to 9, 1936.

Hobson to Westco

Lincoln Hobson, formerly advertising manager of the Palo Alto, Calif., *News*, has joined the staff of the Westco Advertising Company, San Francisco.

Industrial Approach

Understanding of Prospects' Problems More Important Than
Ballyhoo about Salesman's Product

By W. E. Irish

Editor, "Industrial Equipment News"

THE scene is the operating office of a manufacturing plant. Seated at his desk is the plant operating chief, surrounded by reports of production, location of breakdowns, needs for equipment, materials, parts, piles of magazines, charts hung on all four walls. Here and there around the room are samples to be tested, broken gears, pieces of roofing, cracked pipe fittings, blown fuses and burned out drills.

His mind is as busy with problems as his office is cluttered. Roofs, buildings, floors, equipment, drives, transportation, light, power, heat, air, oil, water, tracks, trucks, conveyors—these are some of the things that are continually presenting him with problems.

At the moment however, he especially needs a new belt for a 1,200 ton press, the new "show job" in the shop. He has asked for belting representatives to call on him, hoping they will have some useful information on the subject.

Enter the first salesman. He opens his brief-case, brings out literature, asks for pulley centers, diameters, widths, horsepower. Then he launches into a discourse on his product. Ours is the "finest," "most reliable." It's "flawless," it's "incomparable." The same old stuff. As the plant operating chief listens, his mind wanders off to that roofing job on building six. The salesman drones on. Finally he is through and the operating chief asks for a quotation and shows the salesman out.

Enter the second belting salesman. More praise for his belting, a dig at a competitor, more comparative adjectives, similar beautiful literature. The plant operating chief shows the second salesman out and

wonders how many adjectives there are to describe belting.

Enter the third belting salesman. This one opens a satchel, takes out overalls and asks to see the job. So far the operating chief hasn't heard an adjective. To himself he thinks, "Here, perhaps," and takes the salesman into the shop.

When they arrive at the 1,200 ton press, this third salesman climbs up, inspects the pulley bearings, looks over the layout and spots a heating coil near the motor pulley. "Now I can bid constructively," he tells the operating chief and as he speaks, he points out the close-up heating coil and predicts that the pulley will throw oil on the belt. He promises a satisfactory installation if he wins the bid and if he is allowed to splice the belt himself.

Further Suggestions by This Salesman

On their way back to the chief's office this salesman stops to point out need for a belt adjustment on another machine, makes the adjustment and remarks, after reaching the office, on belt dressing, lacings, direction of travel, and belt speeds. He explains his plan for belt inspection service, offers to take the responsibility for the whole belting problem, quotes on a service retainer, quotes on a belt for the 1,200 ton press and then puts his overalls back in the satchel.

This salesman has made an impression on the operating chief, for to the chief it means that he has found another salesman to whom he can turn for information and on whom he can unload a whole group of plant operating problems.

Over the spread of years, he has

BUSINESS IS UP

36.1%

Are You Keeping Pace With These?

Oklahoma City bank debits, totaling \$107,412,700 in October, reflected the biggest banking month since March, 1931, and showed a 36.1% gain over October of last year. . . . Wholesalers report business during October 5% to 50% better than last year, and an average increase of 20% . . . October department store sales up 10.2% . . . building permits showed an October gain of 233%, when permits totaling \$215,920 were recorded . . . and general business, reflected in the bank debits, also is up 36.1%.

Oklahoma City's postal receipts reached an all-time high with a 13% increase over October, 1934; and wholesale merchants say:

"By October 1, sales were 10% over last year, and probably will end the year 20% to 25% ahead"—Alexander Drug Company.

"Our business in October is 20% ahead of last year"—Richards and Conover Hardware Co.

"Our sales in October showed a gain of 50% over the same month last year"—Mideke Supply Company (wholesale plumbing and machinery).

"This company's sales to date have increased about 10% over last year"—Ridenour-Baker Mercantile Company.

"Our sales are approximately 10% up so far this year."—Fox-Villet Drug Company.

"October sales gained 25% over last October, and our sales for the 10 months are up 5 to 6 per cent."—Oklahoma City Hardware Company.

THE DAILY OKLAHOMAN

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in Oklahoma and Going Strong!

Sharp sales increases, shown in a 36.1% gain in October's general business, heralds a banner holiday season for Oklahoma City merchants . . . one of the finest in years!

Excellent harvests, higher commodity prices, and government expenditures swelled 1935 farm incomes in the Oklahoma City market to well over 145 million dollars. This IS buying power, and all indices show Oklahomans ARE buying . . . everything from pie-pans to tractors!

Alert advertisers, who keep sales paralleling the business upturn in the Oklahoma City market, will concentrate advertising in the Oklahoman and Times. These newspapers, invited guests in 9 out of every 10 Oklahoma City homes, and 3 out of every 5 in the trade area, provide an unusually effective coverage of one of the nation's most promising sales areas, and at the lowest milline rate in the state.

OKLAHOMA CITY TIMES

National Representative — E. Katz Special Advertising Agency

found a half dozen or so similarly helpful salesmen and they mean a half dozen of his groups of problems solved, for he knows that whenever anything goes wrong in one particular phase of his work, he can summon the right salesman, get the right information and the right equipment. Perhaps some day, he muses, he will have found one salesman to whom he can turn for each of his problems and then he will have time to keep closer touch with new developments in equipment and in materials.

* * *

The foregoing is taken from my own experience in a number of shops over a period of years. The third salesman that I described represents that small group of men whom I found of help and assistance in my job of assembling sources for responsible and useful information, which were essential to me in my plant operation.

It did not occur to me that my experience might be typical until I had come away from the operating plant to be an editor where it became my responsibility to collect and supply information on plant operating equipment and materials. Inasmuch as I have learned that my own experience was typical, I am setting forth the following observations that I think would be helpful to both salesmen and advertising men who sell the plant operating chief.

1. The plant operating man's mind is continually filled with diversified problems. He is not thinking in terms of only one of your products for more than a fleeting space of time unless, of course, you can interest him with a promise of direct, worth-while assistance. You cannot hold him merely by naming your product unless, of course, it is so new that it automatically arrests his attention. But for the many thousands of items, the names of which have been known for a long time, the only way to command his attention is to concentrate on some particular work that the product will do to help him.

For example, a new varnish may or may not be of interest but if an advertiser can say it is "quick dry-

ing," "acid resisting," "rub it on," he may strike just the right argument to sell the product to the operating chief.

2. The plant operating man is far more interested in definite facts, which he himself can interpret to his own problems, than in comparative statements, however factual those statements may be. Too often in the past he has probably been taken in by such words as stronger, faster, better—only to find that they were comparative, not facts. Then again the plant operating man would rather have the facts so that he may make his own comparisons.

To make a statement of "speeds up to 300 r.p.m." is of far more value to him than is the mere word "faster." If you are hiding the fact that 300 r.p.m. is not so hot by using a comparative word, you can rest assured that the plant operating man and your competitor will expose it to an unsympathetic world.

3. Brevity and clarity of statement are especially important in copy addressed to this type of buyer. In fact your most effective technical message to him will be that which concentrates on one useful fact or group of facts on one product, saving your other facts and other products for other advertisements elsewhere in the publication or in future issues.

4. Much of the equipment installed in any plant and a large part of the materials and supplies have been chosen or passed on favorably by the plant operating man to whom you are advancing your arguments favoring a change to the things you have to offer. He is responsible for their performance because he has sponsored them and must admit his error when he agrees with the merits of what you are selling.

If you will bear this point in mind perhaps you will want to change a good many of the statements in your copy to take away the sting which stops many a sale.

5. Were the plant operating man an interior decorator, or a theater director instead of what he is, he might appreciate better some of the artistic effects achieved by ar-

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tistically minded advertising men. Then again it is very doubtful if the plant operating type of buyer has ever taken a course in type faces.

Plant operating men prefer performance to appearance and art for art's sake has not penetrated very far into preventing breakage in sewer lines or mending holes in roofs. There is, however, one type of art which will go a long way in favorably presenting your story to him. This type of art has to do with adequate illustration wherever it can be used.

The cross-section of a piece of equipment showing how the parts go together, enabling him to visualize operation and application, is real art in the eyes of the plant operator. I believe you can successfully trade artwork and scare-head type for bigger and clearer illustrations of the things you are talking about.

Building Up and Maintaining Fact Sources

I have stressed the importance of facts in copy. Securing them constitutes a major problem. You will find, if you have not done so already, that the readily available facts can be used up very quickly unless there is a definite provision for building up and maintaining fact sources.

It is my belief that artwork, unusual layout, comparative adjectives, meaningless phrases are more or less direct outcomes of a lack of facts to use in a piece of scheduled advertising copy.

It also is my belief that we are going to see a definite change in advertising practice to correct this lack. Enough forward-looking companies now do have fact-finding facilities to prove their direct value and the number of companies in which the cost of fact finding is counted as a definite part of the sales and advertising appropriation is growing steadily.

Fact finding, granting that you have the necessary appropriation and personnel, can be restricted to collection of useful facts pertaining strictly to your own products or it can be broadened to cover those practices and things which

are contingent to the given product application.

I favor the broader aspect because the plant operating man's inclination turns naturally to a source from which he can secure the help he needs on a whole subject rather than on one piece only. Also this broader aspect removes permanently the difficulty faced by those manufacturers whose products are in themselves either uninteresting or subject to loss of identity in application.

On an ordinary line valve, for example, or a grinding wheel, or a barrel of plastic moulding compound, there is little of interest and, at the same time, a general belief of fully satisfactory knowledge. It is impossible to think of anything interesting or useful that can be added to what already has been said.

Considered, however, from the broad definition of useful fact finding, the valve goes into piping systems about which the plant operating man is anxious for more information. There is much to be known about the application and choice of grinding wheels, he will admit. What best to do with the moulding compound after the barrel is opened, tools, design, handling procedure, predicting results are all subjects of very direct interest.

How can the fact collection work be set up? There are a number of ways, one of which is to set up a separate unit under the advertising manager which will be divided between mail contact and direct field investigation.

A number of companies use questionnaire forms which are sent to the purchaser as soon as an installation or sale is made and at regular intervals thereafter. Others look to the salesman to make performance investigations and report, but this has not worked out so successfully because many salesmen have not learned or been taught the value of knowing where their products go or why. Some companies even now are employing technically trained young men with inquisitive inclinations and good appearance to make plant investigation a first-hand business.

The advertising manager who

organizes such a fact-finding unit immediately becomes his own company's focusing point, not only for advertising copy but for data to keep the salesmen supplied with effective help which is so eagerly sought by the plant operating men whom he would like to impress. He becomes the source for perfor-

mance information for his engineering department, for information which well may have direct value to management in determining future manufacturing policy. I need not point out what such organizing would mean in the importance of the advertising manager's position.

Start "Sports Illustrated"

Dr. Kurt Simon has organized Sports Illustrated Inc., with offices at 432 Fourth Avenue, New York, to publish monthly *Sports Illustrated* for readers interested in more than one sport. The company has acquired the title and subscription list of *Golf Illustrated*, editorial scope of which will be broadened through the new *Sports Illustrated*.

Associated with Dr. Simon are: S. Holt McAloney, formerly with *Time* and *March of Time* and now circulation manager of *Story*; Ronald Kirkbride, business manager of *Story*; Stuart Scheffel, publisher of *Young America*; W. H. Kirkbride; and John Escher, formerly with *Time*, *Fortune*, *Architectural Forum* and *March of Time*. Alvin E. Hewitt, formerly with the New York *World-Telegram*, *Country Life* and *Golf Illustrated*, will be advertising manager.

The first issue of *Sports Illustrated* appears on December 20.

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Production Men Elect

George Dearnley, McCann-Erickson, Inc., has been elected president of the Production Men's Club of New York. William T. Geller, Ferry-Hanly Company, is the new vice-president. Vincent J. Galbo, Al Paul Lefton Company, is treasurer. Winfield Hatch, J. Walter Thompson Company, was selected as secretary. Executive board members, in addition to the officers, are: Ernest Donahue, Batten, Barton, Durstine & Osborn, Inc.; Dwight Monaco, Gardner Advertising Company; and Anthony La Sala, Geyer, Cornell & Newell, Inc.

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Newson Adds to Duties

H. Dorsey Newson, of the Federal Housing Administration, Washington, D. C., has added radio, motion pictures, and exhibitions to his portfolio of supervisor of newspaper advertising, and has been made chief of the information division. Edgar P. Allen becomes chief of the newspaper advertising division. Frank Olsen continues as special representative in the radio field.

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Appoints Moss-Chase

McKee Refrigerator Company, Cobleskill, N. Y., has placed its advertising account with The Moss-Chase Company, Buffalo.

Linseed Group to Advertise

An advertising campaign for the linseed oil and linseed meal industry is being planned by the newly organized Linseed Meal Educational Committee, marking a resumption of the educational program associated with manufacturers have conducted on linseed meal as an animal food. Offices are to be established in the Commerce Building, Milwaukee. The trade-mark of the group will be placed on the product of all member companies. Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee, has been appointed to handle the campaign.

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Two Added to Capper Chicago Staff

M. D. Tunnicliff, for the last six years with the Chicago office of the national advertising department of the Scripps-Howard Newspapers, has joined the Chicago advertising staff of *Household Magazine*. J. Felix Morris, formerly with the advertising staff of the Kansas City *Kansan*, has been transferred to the Chicago office of the Capper Publications, where he will represent radio station WIBW, Topeka, Kans., the Topeka *Daily Capital* and the Kansas City *Kansan*.

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Blish Heads Budd

Sylvester Blish has been elected president and treasurer of the John Budd Company, publishers' representative, succeeding C. W. Wessel, resigned. Mr. Blish's headquarters will be at New York. J. A. Kowalski has been elected first vice-president and will be in charge of the Chicago office. Miss Mary M. Crowley continues as secretary.

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Acquires Northern Electrotpe

The Rapid Electrotpe Company, Cincinnati, has purchased the Northern Electrotpe Company, of Detroit, from The Wayne Color Plate Company, also of Detroit. Northern Electrotpe Company will retain its present name as the Detroit division of The Rapid Electrotpe Company.

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Radio Campaign for Roi Tan

The American Tobacco Company, New York, has appointed the Lawrence C. Gumbinner Advertising Agency, of that city, to conduct a radio campaign, over fifty-five stations, for Roi Tan Cigars. Milton Goodman is the account executive.



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A HALF CENTURY of SERVICE to WOMEN of SPOKANE AREA



ARTICLES with appeal to women have been appearing in the *Spokesman-Review* (the "Review" for its first decade) and in the *Spokane Chronicle* for more than half a century.



Even the 4-page papers of the early eighties were punctuated with such references as "dove gray satin foulard brocaded with pink rosebuds" --- a "Laveuse tunic, terminating in a Louis Quinze Sash" and scores of other matters of feminine interest.

With the years these dailies' services to women have increased tremendously, and include a galaxy of features and special services.

In addition, in October, The *Spokesman-Review* opened an elaborate New Model Kitchen and Home Economics Auditorium, occupying 2,391 feet of floor space under the skilled direction of Dorothy Dean, home economist, whose new department is devoted solely to problems and interests of Spokane and Inland Empire homemakers. The *Chronicle's* free Electric Cooking School in September packed the city's largest downtown auditorium every afternoon for a week.

Such services are among the reasons for the outstanding prestige and influence of The *Spokesman-Review* and *Spokane Daily Chronicle* in Spokane and the Inland Empire, which adds to the value of these dailies' circulation --- More than 90,000 net paid (85% UNduplicated, Polk) for 102,247 non-farm families in their trade area.



Dorothy Dean
DIRECTOR OF HOME ECONOMICS



Viola Decker
DIRECTOR OF COOKING SCHOOL (Fall 1935)

THE SPOKESMAN-REVIEW-Spokane Daily Chronicle

SUNDAY

MORNING

EVENING

SPOKANE, WASHINGTON

ADVERTISING REPRESENTATIVES

JOHN B. WOODWARD, INC., NEW YORK — CHICAGO — DETROIT — BOSTON — KANSAS CITY — SAN FRANCISCO — LOS ANGELES
COLOR REPRESENTATIVES — JOURNAL SPOKESMAN-REVIEW MAGAZINE AND COMIC SECTIONS — ASSOCIATED NEWSPAPER COLOR, INC.

But What Makes 'Em Go?

W. A. McDERMID AND ASSOCIATES
NEW YORK

Editor of PRINTERS' INK:

Arthur H. Little's delightfully amusing description of the lecturers at the Automobile Show* reminds me of the time when it was really necessary to show the public what made an automobile run.

They were the real days of the stripped and cutout chassis, and of lecturers who described everything from the radiator backs to the rear axle.

Many of them didn't know anything too much about it themselves and used a canned talk, memorized *verbatim*.

At the 1907 Chicago show, Charles E. Jones, then a Western representative for *Cosmopolitan*,

* "All about Over-Drive," November 7, page 43.

and considerable of a wag, listened intently as a lecturer made his way the length of the car and finished, breathless and triumphant, spinning the rear wheels with his hand. Then said Jones:

"I think I understand all you've said, but what I don't get is what makes the *front* wheels go around."

Caught flat-footed and confused, the lecturer started again at the beginning and repeated his lecture, to which Jones listened with marked, if not exaggerated interest. At its conclusion he said:

"But I still don't see what makes the *front* wheels go around."

The lecturer, in despair, blurted out, "Well, they just run by themselves."

"Well," said Jones, "don't you think that's leaving a good deal to chance?"

W. A. McDERMID.

Sanders Advanced

H. E. Sanders, manager of the Sioux Falls, S. D. branch of the International Harvester Company for the last two years, has been appointed manager of the Minneapolis general line branch. He is succeeded at Sioux Falls by F. E. Reishus, manager of the Mason City, Iowa, branch since 1928.

Goebel to Mac Wilkins & Cole

Richard E. Goebel, for the last two years advertising manager of the Portland Public Market, Portland, Oreg., has been appointed director of media relations in the Portland office of Mac Wilkins & Cole, Inc., advertising agency.

Davis Joins Sales Associates

L. T. Davis, who formerly conducted his own merchandising service in New York, has joined the staff of Sales Associates of America as director of personnel. His headquarters are in Chicago.

New Post for Humphries

Merrill Humphries, assistant classified advertising manager of the Chicago *Daily News* for the last year and a half, has joined Hooker & Slosson, real estate firm of that city, as sales manager.

Biddick Appointed

The Walter Biddick Company, Los Angeles, radio station representative, has been appointed Pacific Coast representative for the new KFKB, Sacramento, and KMJ, Fresno, Calif. They are also representative for KDON, a new station affiliated with the Monterey, Calif., *News-Herald*.

Wellman with Agency

Gerald S. Wellman has been appointed vice-president and account executive of McDaniel-Fisher & Spelman, Inc., Cleveland. He formerly was advertising manager of The Simmons Manufacturing Company.

Eppy to Kay Displays

Samuel B. Eppy has joined the sales promotion department of Kay Displays, Inc., New York. He will devote his activities to the Kay "Display-of-the-Month" battery-operated turntable promotion.

Dallas Printer Adds Melton

Laurence R. Melton, former advertising manager of the Dallas, Tex., *Dispatch*, has joined Stellmacher & Clark, Inc., printer of that city. He will direct sales and sales promotional work.

Meat, After All, Has a Story

And Its Effectual Telling Would Seem to Indicate Way to Packing Industry's Salvation

By Andrew M. Howe

ALL of the little pigs can go to market next year. Secretary of Agriculture Wallace has decided to let nature take its course. For twelve months there will be no piglet propagation restriction.

Concurrently the Department of Agriculture announces that the rural income next year will be the highest since 1929, with an increased demand for farm goods over last year. High retail food prices, it is reported, will probably persist for another year.

It would seem that happy days are here for every one—including the pigs. Mrs. Consumer, who hasn't been so pleased about meat prices in general, won't be among those rejoicing; but apparently no one is taking her too seriously. Yet, after all, she is one, if not the principal, factor in this whole mixed up meat situation.

For the moment, let us forget the economics of the corn-hog program. Let the statistically minded pore over the per capita consumption figures on meat and their relations to factory payrolls and meat prices. Let the economists talk about the law of supply and demand.

As outsiders, as observers who are interested in all merchandising and distribution problems, let us examine the problems of the meat producers, packers and distributors.

I like my steaks rare with plenty of onions; I have a Southerner's love for pork chops; but the Howe family is not eating as much meat as it once did, and I notice that other families are eating more of what the industry is calling "substitutes." Some of the men in the industry are worried about this and I think they should be.

Speak to the packers, as I have

done, about this consumption problem and the majority of them will immediately answer "price." They will prove with statistics that the trend of meat prices follows the trend of purchasing power. Production of meat, they say, is regulated by demand. There is no surplus production; all the meat produced is sold. As they describe the process it sounds convincingly automatic. One would gather that there isn't much the packers can do about it. Especially since the Government has taken a hand in regulating production.

Increased Sales as a Solution

But it would seem to be obvious—maybe I'm wrong—that if consumer demand for meat could be increased, if sales of meat to consumers could be enlarged, the packers and the producers would find some way to fill this demand. As David Smart, of *Esquire*, frequently remarks, there aren't many problems in business today that could not be solved by an increase in sales.

Why don't people buy more meat today?

Meat, in brief, is not as popular as a food as it once was. This is generally admitted. The packers have been told this before. Just a short time ago, at their annual convention in Chicago, they heard A. C. Sinclair, vice-president of Kingan & Company, declare that the present meat shortage has demonstrated that people can live—without noticeable complaint—on a reduced diet of meat.

"Fruits, vegetables, cereals, bread and other substitute foods," he said, "have taken up the slack and now account for a larger propor-

tion of the average consumer's diet than heretofore. We cannot afford to assume that the mere lowering of prices—coincident with increased production of meat—will stop the encroachment of these other foods and regain for meat quickly its former place in the diet. If there had been no shortage, the meat producing industry would still be called on to face the distraction of consumers' interest from meat to new foods.

"With the changes of habits new foods and new forms of familiar foods appeared. These gained in popularity because their characters fitted the new requirements. They were speedy to prepare, easy to serve, appetizing and not too substantial.

"Their producers advertised them heavily to accelerate the increase of their popularity. They exploited their natural appeal (ease of preparation, flavor, etc.) More important, they stimulated acceptance of these new products through every channel of advertising, using health benefits and kitchen hints to force more and more of the new products into the kitchens of America."

And there is the point of this article. Perhaps the meat industry has been a little backward in explaining to Mrs. Consumer just why pork, or lamb, or beef should be part of her menu. There never has been a great deal of meat advertising. There has been, relatively, a negligible amount of effort on the part of the packers to educate meat dealers in modern sales and promotion methods.

Much to Be Said in Favor of Meat

There are plenty of things to be said about meat and its place in the modern diet. It has health benefits, there are economy features and, best of all, there is taste. Most people are going to buy meat because they enjoy eating it. Not many of us as one writer in **PRINTERS' INK MONTHLY** said a while ago, want to take our meals from the medicine chest.

The cue for the meat producers is to be found, I believe, in the

word "menu." Armour & Company, for one, have already discovered this. They have learned that meat is only one course in the dinner. People don't serve just roast beef. This may be the *piece de resistance* but around it must come the soup and salad, the vegetables and dessert.

I think the packers make a mistake in referring to other foods as "substitutes" for meat. All foods are a part of the daily and weekly family menu. There is a place for a wide variety of products. There is room for all. It is foolish to expect every family to serve meat with every meal, but the industry can strive for the inclusion of more different kinds of meats, served in more different ways, during a week. The industry must, in other words, learn how to help the housewife with her menu problems.

Armour Sets a Good Example

Armour is setting a good example. Its Meal of the Month program not only helps the housewife with her daily problem of what to feed the family but helps the retailer to sell more items. He, too, becomes more than a supply house for food. He is acting as a menu counselor. He is helpful.

Increasing consumer demand for meat, and that means consumer consumption, is a matter, it would seem, of education. Some of the individual packers and the meat retailers through co-operative campaigns, are attempting to do a real job. But the whole industry ought to get behind a really big program.

A co-operative campaign of advertising, sponsored perhaps by the Institute of American Meat Packers, has been discussed many times. A year ago at the Institute's convention, I. M. Hoagland, vice-president of Armour & Company, exclaimed: "One resolution this convention should adopt is that the Institute study the message used by the citrus fruit growers to determine what light their experience might shed upon our problem. If some tangible program of promoting consumer buying of meat is not in motion at our next convention,



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Who is on board this trip?

We cannot answer for all the passengers, but we can let the readers of Harpers Magazine answer for themselves. In reply to a letter from us recently mailed, our subscribers are revealing an amazing Travel story. The replies not only indicate a tremendously high percentage of travelers, but the extremely significant fact that sixty-five per cent. of the trips taken were for periods of one month or longer. This is incontrovertible evidence of the primary importance of Harpers Magazine as a medium for Travel advertising.

So far—[and we have the letters for you to examine]

We KNOW that

88.7% of those readers of HARPERS MAGAZINE took trips here or abroad during 1933-1934

65% traveled for a month or longer

41% took ocean voyages

Travel takes money and leisure. Harpers Magazine readers have both
Look at the record! The Proof is
The Evidence.

AGAIN Harpers Magazine has won the prizes of the O. Henry Memorial Committee. This year it has been awarded both **FIRST** and **SECOND PRIZE** for the best Short Stories of the year.



Circulation Over 100,000

I shall think that we have missed one of the major opportunities brought out in this convention."

Once more, this year, co-operative advertising was discussed but no action was taken. Mr. Sinclair strongly recommended that the Institute do something immediately. "It will take time," he declared, "to educate the housewife, and we should start now, even though we are in a stock shortage."

He quoted as follows from a letter received from John A. Kotal, secretary of the National Association of Retail Meat Dealers, Inc.: "If pork supplies ever get normal again, the retailer is going to have his hands full trying to get consumers to buy pork even at lower prices, because they have learned that they have to eat something besides meat when prices are high as they now are."

Mr. Sinclair realizes that the retailer cannot do it alone. "He will need our united assistance," he declared. "Co-operative effort will result in benefit to both retailers and packers."

Favors an Industry Program

Specifically Mr. Sinclair believes that an industry advertising program is the solution.

Other speakers at the convention this year talked about co-operative advertising. But they approached it from a different angle. The executives of the larger packing companies particularly seem to be very much worried over the present state of public good-will as it concerns the packers. They are disturbed about the consumer buying strikes. These reflect, it is explained, a lack of understanding on the part of the public of the place of the packing industry. There seems to be a widespread belief, these executives declare, that packers are to blame for high food prices. A campaign of advertising and publicity, explaining the economics of meat distribution, the law of supply and demand, the insignificant profits taken by the packers, and so on, would be very beneficial, was the conclusion.

Furthermore, it was explained,

the law makers have succeeded in forcing businesses of every description to serve in the role of tax collectors, but without that fact being apparent to the people from whom a large part of the taxes are being collected. The people should be told this, said one speaker.

R. H. Cabell, president of Armour & Company, pointed to two things that he believes are particularly unfortunate: "One is the apparent lack of knowledge on the part of the public of the problems which grow out of the perishability of our products and the other is an equally apparent lack of understanding on the part of the public as to how prices are determined."

Outlines Industry's Hardest Job

Similarly, G. F. Swift, president of Swift & Company, expressed it as his belief that "the meat packing industry's hardest job is to get people to believe the truth about the efficient manner in which the industry works, and the unusually moderate rate of profit which it makes."

Are these the industry's greatest problems? I don't believe so.

For many years the public relations departments of the big packers and the Institute of American Meat Packers have been trying to educate the public in one way or another to the virtues and problems of the industry. They have distributed tons of literature explaining how prices are established and how small are the profits of the packers. They have been instrumental in having articles published in magazines, editorials in newspapers and have discussed the subjects with their stockholders.

No one can say how much progress they have made. Perhaps there would be less good-will if these public relations efforts had been neglected. But there are evidences of a lack of interest on the part of the public. I don't think Mr. and Mrs. Consumer give a hang about the economics of food distribution. What the packers need are more sales, not more good-will.

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seem to be influenced much by sympathy when it spends its money. Buy-at-home campaigns have never been very successful. The packers, nettled by Government interference, are feeling sorry for themselves and apparently think that the public can be made to feel sorry also. Perhaps it can, but not sorry enough to rush out and buy a leg of lamb. Better quality meats, better service by the retailer, a real desire to have more meat—these are the things that influence sales. Price, too, enters in the picture but it is not quite as important as some packers seem to believe.

Price is not all-important. Public good-will is not the vital problem. Taxation and Government regulation and such things are, after all, the problems of the industry and while they do affect the public it is a mistake to try to play upon public sympathy.

The Government has been demonstrating just how the supply of little pigs can be controlled. But so much attention has been focused

on this one phase of meat distribution that the logical corollary, that demand can be increased, has been overlooked.

There are many who believe that at least a partial answer to the major problems of the packing industry could be solved by a large-scale advertising and promotion campaign. It should educate consumers to the place of meat on the menu. It should talk of all the benefits of meat. It should show retailers how to sell meat along with other foods. It should—but it is not for me to go into detail.

Let the industry make a thorough study of this subject, consider what has been done for other foods, and the possibilities will be apparent. At the next convention of the Institute of American Meat Packers let us hope there will be some action taken. Perhaps there should be less complaint about legislation, fewer appeals for public sympathy and more attempts at finding solutions to the merchandising and marketing problems of the industry as they exist today.



With General Pharmacal

Mel Doherty, active in the Middle-west drug field for years, will in the future confine his activities to the representation and direction of sales in the field for Pep-ti-Kao and Etro, both products of The General Pharmacal Company, Cincinnati.



Has Ajax Hosiery Mills

The Ajax Hosiery Mills, Phoenixville, Pa., have appointed the Blaker Advertising Agency, Inc., New York, as advertising counsel. Atherton Pettingell is directing the account. Radio will be used for the present to be followed by publication space.



Gousha Maps Appoint Agency

The H. M. Gousha Company, Chicago, road-map publisher, has appointed the Ford, Brownie & Mathews Advertising Agency, of that city, as advertising counsel. The firm will inaugurate an advertising campaign this coming year in class and business papers.



Will Rogers, Jr., Publisher

Will Rogers, Jr., has bought an interest in the Beverly Hills, Calif., *Citizen*, and will take an active part in the editorial, business and mechanical departments.

Names Malcolm-Howard

Advertising of the Transcontinental Roller Derby Association has been placed with the Malcolm-Howard Advertising Agency, Chicago. This is a mythical roller skate race from New York to San Diego, run indoors, which will shortly be brought to various cities throughout the country.



Elected to Four A's

Mackay-Spaulding Company, Inc., New York, has been elected to membership in the American Association of Advertising Agencies, continuing the membership previously held by its predecessor, H. E. Lesan Advertising Agency, Inc.



Bach Promoted by Skelgas

George W. Bach, assistant manager of Skelgas Company, Kansas City, has been promoted to manage the firm, following the resignation of Milburn Hobson. Mr. Bach has been with the firm for the last six years.



Jay Gould Joins Frankfort

Jay Gould, president of Best Foods, Inc., New York, for the last year and a vice-president for ten years, has joined the Frankfort Distillers, Inc., in charge of the central division with headquarters at Chicago.

P. I. Advertising Index

Newspaper and Farm-Paper Figures for October, 1935, Show Gains Over 1934

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

THE newspaper index for October, 1935, is 77.9, representing an increase of 3.2 per cent over September, when it was 75.5.

As usual, actual linage for October exceeds September, so that the increase in the index, which is corrected for seasonal variation, indicates that the gain for the month of October was larger than the normal seasonal pick-up.

As compared with October, 1934, the newspaper index registers an

increase of 8.0 per cent. This gain in total linage is in part due to a large increase in automotive linage. Principally as a result of the earlier introduction of new models this year, automotive linage for October, 1935, shows a gain of 46 per cent over October, 1934.

(The newspaper index is based on data furnished by Media Records.)

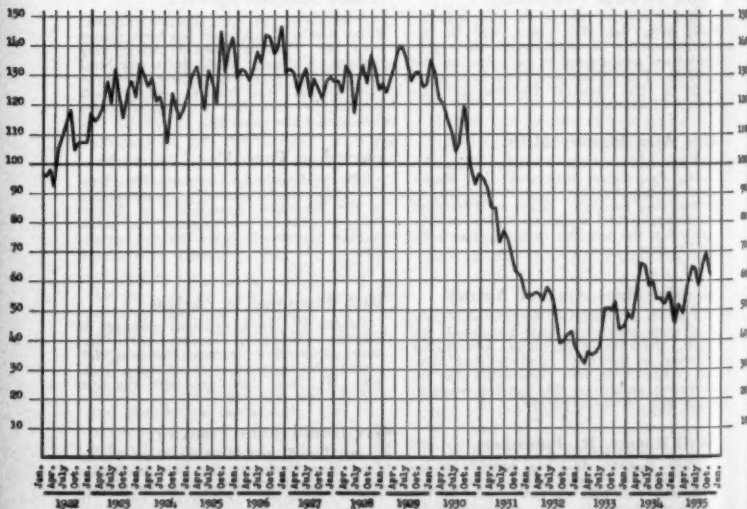
Farm Papers

The farm-paper index for Octo-

MONTHLY INDEX OF FARM PAPER ADVERTISING

100 = MONTHLY AVERAGE 1908-1932 INCLUSIVE

Corrected For Seasonal Variation



DOMINATES

the Minneapolis market
365 days in the year!

Every day
The Minneapolis Tribune gives you the
LARGEST
AT THE
LOWEST MILLINE RATE!

home delivered circulation
city circulation
suburban circulation
total circulation

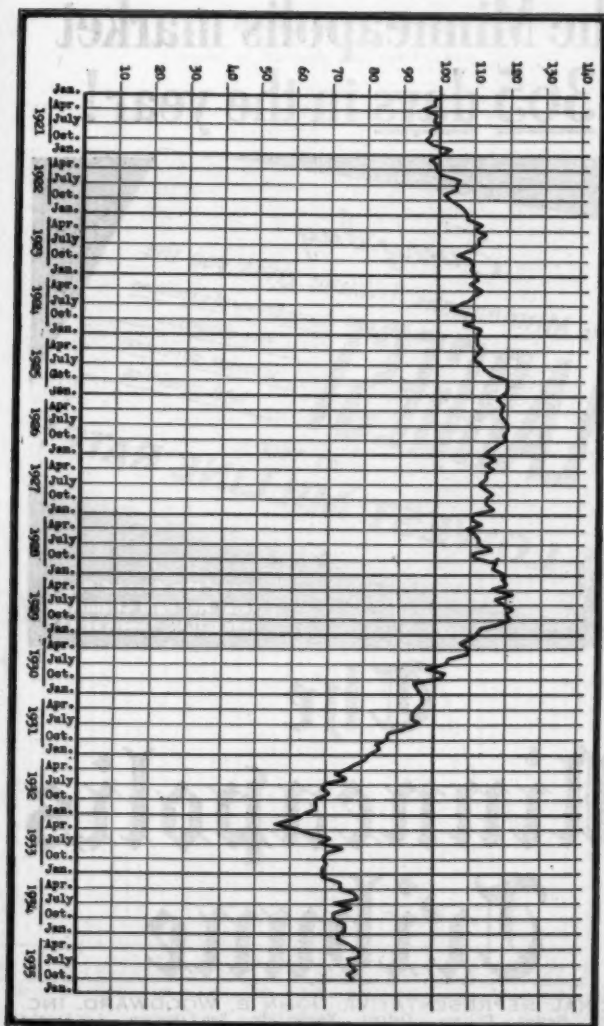
Leads the Second Paper
Total Net Paid Circulation
Daily by 17.5%—Sunday by 26.1%

The Minneapolis Tribune

NATIONAL REPRESENTATIVE: JOHN B. WOODWARD, INC.
New York • Boston • Chicago • Detroit • Kansas City • San Francisco • Los Angeles

ber declined 11.9 per cent from September after the usual adjustments, including correction for seasonal change. The index for October is 61.5 as compared with 69.8 for the month of September.

On the other hand, the index shows a 14.7 per cent increase over October, 1934. This is smaller than the gain reported for September over the corresponding month of last year.



MONTHLY INDEX OF NEWSPAPER ADVERTISING

100 = MONTHLY AVERAGE 1923-1924 INCLUSIVE

Corrected For Seasonal Variation

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On Getting a Start

Are Advice-Givers Wrong in Suggesting Long Preliminary Training for Advertising Men?

SUNSHINE POULTRY RANCH
APOPKA, FLA.

Editor of **PRINTERS' INK**:

Several years ago, while working in an agency, I came across my first copy of your worthy magazine. I've been a devoted and, what's more, a delighted reader since. To it unquestionably goes much credit for my personal I.Q. increase during the last few years.

The following contribution has been smoldering within for some time and now, with nine more answers to Mr. Hutton's* question, I find myself punching out in all sincerity a serious reply to the entire fraternity of ad men.

Mr. Hutton's question, "What's the best way to get started in advertising?" will always be a timely one to the youngsters with desire and the ambition to get started. And just so much moralizing on the part of the oldsters who, having arrived, are inclined to follow the lines of least resistance and pat the old sales kit on the back and say, "I owe it all to you," or else hand the kudos to the old hometown sheet on which they used to write "Town Doings" with seldom anything but teas and dances to cover.

An analysis of the replies made on this subject usually follows the stock reasoning, that, 1—sales, either of several different forms, and 2—reporting, preferably on a small-town sheet, will serve as a basis of advertising experience. There it rests. To the youngster, however, no "Open Sesame" has been suggested, no definite program other than foundation for future advertising activities tending away from rather than toward the agency goal.

Experts tell us that we promptly

forget about 90 per cent of what we learn unless we make continuous application and use of our learning. And most sales managers will, not unwisely, inform or infer to their budding young juniors that "Rome wasn't built in a day" and that until said youngsters have been on the line five to ten years they will hardly know all the answers.

Thus the aspiring young advertising man will have spent, adding an equal period for reportorial experience, the conservatively estimated span of ten years acquiring a background considered most generally suitable for advertising work. This would place the college man (a seemingly necessary qualification, judging from most replies), at about thirty-five years of age. This time he would, having served his time, be ready to start practicing on real problems that will confront him in an advertising department or agency.

Five Years for Agency Seasoning

With ten years packed below his belt of stock checking and the writing of do-dads, he is now ready (as the wise men infer) to turn out the creations of an expert. As decidedly few individuals ever reap any big-shot jobs during the first five years of selling or reporting, the chances of starting other than at the bottom of an agency or advertising department are slim. Therefore, if it takes five years to gain a thorough working knowledge of a sales job, then, by the same token, a similar period will be required for agency seasoning.

The youngster, if sincere, will try to perform these steps to the best of his abilities, but, if he follows the course prescribed by his elders he will have devoted about fifteen years before reaching any status whatever in his chosen field;

* "The Way Up in Advertising," by Robert L. Hutton, Jr., **PRINTERS' INK**, October 10, 1935, page 37.

and our man (now fully grown) by this changing about has had little opportunity for better income with his several fresh starts from scratch, and according to most insurance advertising of today, is either ready to die or think of retiring.

Advertising is a business all its own, consisting of specialized units for which apprentices should be trained at an early, impressionable age. Even such closely related businesses as watchmaking and manufacturing scientific instruments do not send their prospective workers into the other field preparatory to entering their own.

Thus, as bricklayers do not serve as carpenters, or machinists as painters, it seems unwise with the skilful ability of our present-day personel men, or big-time advertising men who by their position signify their capacity to select the right type of young hopefuls for the apprenticeships in their respective organizations, that the time-worn and stereotyped advice should still be given to the many youngsters who have not had the experience or opportunity to judge for themselves the many sidetracks to which such ineffective advice may eventually lead.

WALTER A. REINERS.

This Young Man Had a Drag

By Gilbert Victor

Editor of University of Pennsylvania Punch Bowl

WELL, well, well, and a couple of more wells! Have none of the men who commented on "getting ahead in advertising" ever heard of "drag," "pull," and "push"?

I am about to graduate from the University of Pennsylvania Wharton School, and anxiety to enter the advertising industry has forced me to start working in an agency before I leave the portals of that great institution.

How did I get the position? Did I have genius? Did my interview reveal that I was an incomparable strategist? Did my knowledge of art and layout appal my employer? Did my clever writing and merchandising ability convince him that I would carry his agency to great heights?

A thousand times, no!

I *knew* someone who knew the head of our agency.

That fact and all its implications are the keynote of "getting ahead in advertising."

You can be a born executive, a dominant strategist, and idea genius; you can be all of these, and yet without *knowing* someone who will sponsor you, who will guide

you in your trends of thought, and "mother" you to success, you might as well become a Swiss Naval Commander.

William T. Adams* writes that elder executives respect and encourage youth—probably so. But, my own observations lead me to the conclusion that this respect, literally speaking, has come about because this or that executive plays golf with this or that youth's father.

Please, you elder men of the advertising game, do not think me cynical and bitter in my attitude toward progress in an advertising agency. A moment of musing on your part will reveal the truth of my convictions, when you consider that I am generalizing. Since all teaching must be generalized, it is only when we draw conclusions from mass observation that such teaching is justified.

Prudent selection of social acquaintances is the greatest driving force to success, not in advertising alone but in all enterprises. However, this by itself cannot do the trick. A fundamental knowledge

* PRINTERS' INK, October 24, 1935.

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Courtauld's
Cunard Steamship Co.
Cutex
Dewar's
Dunlop
Elizabeth Arden
Esso
Exsolube
Ford Motor Company
Forhan's
Frigidaire
Gillette
Goodyear
Grace Lines
Guerlain
Guinness
Harriet Hubbard Ayer

Huover
Hupmobile
Hudson & Essex Motors
Jantzen
Johnnie Walker
Kayser
Kestor
Kodak
Listerine
Louis Phillippe
Martini & Rossi
Mustero
Orient Line
Packard
Parker, Davis & Co.
Pepsident
Rolls-Royce
Stetson Hats
Studebaker
Sulka & Co.
Tangee
Tattoo Lip Stick
Thos. Cook & Son
Union-Castle Line
Vapex
Waldorf Astoria
White Star Line
Yardley
"4711"

In GREAT BRITAIN these
advertisers — whose names you'll
recognize — use the world-renowned

ILLUSTRATED NEWSPAPERS

**ILLUSTRATED LONDON NEWS—The TATLER—The SKETCH
The SPHERE—The BYSTANDER—SPORTING & DRAMATIC NEWS**

Export Managers, Advertising Managers and Advertising
Agency Executives are invited to write for two brochures
entitled "FOR THE FIRST QUARTER MILLION IN THE
LAND" and "BRING YOUR PRODUCT TO LIFE WITH
COLOUR." These give interesting facts about the British
Market which we believe you will like to have in your files.

**FIFTEEN PEOPLE READ EACH COPY
THEN EVERY FOURTH COPY GOES OVERSEAS**

Please address communications to:

G. C. Morphet, Advertisement Director, 346 Strand, London, England.

TO BUILD GOOD WILL - USE PIPES



W. P. Bushell & Co.

ESTABLISHED 1924
140 EAST 28th STREET
NEW YORK, N. Y.

CALENDAR 1 0024

October 22nd,
1935.

Printers' Ink Monthly,
185 Madison Avenue,
New York, N.Y.

Attention: Mr. Mueller.

My dear Mr. Mueller:

It is a pleasure to tell you of the successful results from the
* ad we ran in the October issue of Printers' Ink Monthly. This
issue was mailed out on October 4th and 8th as we understand it,
and our first replies to the ad came in on October 7th. In two
weeks' time we have received forty-three inquiries from all over
the country and even Canada.

The most gratifying part of our report is that today we had an
order for over one hundred of our EASY BITE DE LUXE pipes - the
more expensive of our two models. The inquiry that preceded this
order arrived on October 8th, so we feel that many more may mater-
ialize into real business.

We expect to use Printers' Ink Monthly for additional advertising
at a later date and wish to express our appreciation of your court-
esy in calling on us and giving such prompt and satisfactory service.

Cordially yours,

W. P. Bushell
W. P. Bushell,
President.

WPS:MN

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of advertising procedure must stand ready to bolster up whatever is derived from this important desideratum—*social contact*.

Well, my whole point is, that previous writers have omitted this most vital foundation for success

in an advertising agency—*social contact*.

All their teachings, when summed up, are equal to nil. Yet, if the advertising pedagogs stress *social contact*, their efforts will foster a multitude of successes.

+ + +

William E. Rhodes Dies

William E. Rhodes, president of the Rhodes & Leisnering Company, publishers' representative, died November 16, at the age of fifty-six, en route to Tucson, Ariz. He opened an advertising office in Des Moines in 1899. The following year he went to Chicago where he founded the firm of publishers' representatives in 1912.

. . .

Appointed by Evanston Paper

J. Robert York has been appointed advertising manager of the Evanston, Ill., *News-Index*. Mr. York was formerly with the St. Louis *Star-Times* and prior to that for five years with the East St. Louis, Ill., *Journal*, the last two years as national advertising manager.

. . .

Bates Resumes as Free Lance

Dr. H. Elliott Bates, who formerly conducted an advertising service for medical advertisers up until 1929, has returned to the medical advertising field as a free-lance counsel, with headquarters at 153 Franklin Street, Bloomfield, N. J.

. . .

Beaumont & Hohman Appointed

Beaumont & Hohman, Inc., San Francisco, has been appointed to handle the advertising accounts of Grothe, Schmidt & Company, distributors of Lowenbrau Beer, and of Williams & Company, makers of potato chips and horse radish, both of that city.

. . .

Has Food Products Account

Sussman, Wormser & Company, San Francisco, packers and distributors of S & W food products, have appointed Botsford, Constantine & Gardner, of that city, to direct their advertising account. Plans are in the making for a campaign in 1936.

. . .

Harris with Caslon Company

Paul H. Harris, formerly with the Dosch-Kircher Organization, Chicago, has joined the Caslon Company, Toledo, as manager of its creative sales division.

. . .

Sirianni Joins MacGuire

Albert Sirianni has been appointed sales representative of the Robert Reid MacGuire Organization, New York.

All Media Advertising Exhibit

Following its showing at Chicago, the All Media-Direct Advertising Exhibit opened at the Hotel Pennsylvania, New York, this week for a three-day exhibition. The re-edited sound film "The Drama of Advertising" was part of the program. The exhibition opens at Philadelphia the first week in December. The following week it is in Boston and from there will be routed to fifteen of the important cities of the country.

. . .

Change on Kentucky Paper

Eldrid B. Fisher has resigned as advertising manager of the Winchester, Ky., *Sun*. He has joined the display staff of the Danville, Va., *Register and Bee*. Carroll Fisher, Jr., has assumed the management of the national and local advertising departments of the *Sun*.

. . .

Heads Portland Bureau

Lyle L. Janz, who has been assistant manager of the Better Business Bureau of Detroit, has been appointed manager of the Portland, Oreg., Better Business Bureau. He succeeds Robert M. Mount, who is now secretary of the Pacific Northwest Newspaper Publishers Association.

. . .

To Represent WHIO

Sawyer, Ferguson & Walker, who have been national representatives of the Dayton, Ohio, *Daily News* and the Springfield, Ohio, *News and Sun*, have been appointed in the same capacity by WHIO, *Daily News* station.

. . .

College Honors Fritz J. Frank

Fritz J. Frank, president of *The Iron Age*, New York, has been awarded the Rollins Decoration of Honor by Rollins College, "in recognition of his distinguished and eminent service to the college." Mr. Frank is a Rollins trustee.

. . .

Marlowe to Jam Handy

Louis Marlowe, for many years with Warner Brothers, Hollywood, has joined the directorial staff of Jam Handy Picture Service, Detroit.

. . .

Getchell Adds Sutter

Sam Sutter, who conducted an advertising service of his own in Detroit, has joined J. Stirling Getchell, Inc., as a copy writer.

Clean Bill for the Seal

Mr. Davis, of General Mills, Traces Down Erroneous Report about A. N. A. Action

GENERAL MILLS, INC.
MINNEAPOLIS, MINN.

Editor of PRINTERS' INK:

We noted with regret press report in certain business publications indicating that the results of a discussion by the food group of the Association of National Advertisers showed the unworthiness of the seal of acceptance of the committee on foods of the American Medical Association, on general food products.

Our own experience, demonstrating successfully the fundamental soundness of the use of this seal, led us to immediately wire Paul B. West, secretary and manager of the Association of National Advertisers, Inc., as follows:

Trade-paper press reports indicate discussion by A. N. A. Food Group at Atlantic City meeting of worthiness of American Medical Association Committee on Foods Seal of Acceptance stop Please wire immediately collect if any official resolutions or actions were taken in duly authorized meeting or whether this press report indicates consensus of opinion developed through discussion stop Would appreciate very much prompt reply.

(Signed) D. D. DAVIS,
President.

To which a reply was promptly received as follows:

Replying your wire, absolutely no official resolutions or actions taken at food group meeting stop Subject was discussed but press reports indicating consensus are erroneous stop Meeting was closed and not reported.

(Signed) PAUL B. WEST.

Inasmuch as the original report in certain trade publications is evidently erroneous, we believe it only just that the official statement as forwarded by Mr. West receive immediate publicity.

Without going into a full discussion of the subject, which, by the way, I would be very glad to do should the issue be again raised officially, I am taking the liberty of enclosing herewith a letter forwarded recently from this office to the American Medical Association which I think speaks for itself in respect to our experience and attitude.

I have also obtained from the officials of the American Medical Association permission to advise any trade publication that all of the correspondence, including their letter is available for publication.

DONALD D. DAVIS,
President.

(Copy)

GENERAL MILLS, INC.
MINNEAPOLIS, MINN.

DR. MORRIS FISHBEIN,
AMERICAN MEDICAL ASSOCIATION,
CHICAGO, ILLINOIS.

MY DEAR DOCTOR FISHBEIN:

These days a business executive finds so many occasions for expressing dissatisfaction that it is a rare pleasure to feel impelled to write a letter expressing complete satisfaction.

Upon reviewing the experience of nearly five years which our company has had with your committee through submitting, studying and discussing with you all of our major products and their advertising, we can truthfully state that during this period no relationship with any individual or group on any subject has been more pleasing and helpful.

Of course we have occasionally disagreed. This has been in the nature of the exception that proves the rule, and where these disagreements have arisen, we have respected your committee even more

Albert J. Kelley

Hollywood Director

FORMERLY WITH

Columbia Pictures

Fox Film Corporation

Metro-Goldwyn-Mayer

IS NOW ASSOCIATED WITH

The Jam Handy Organization

Having directed more than 25 pictures for Columbia, Fox, Metro-Goldwyn-Mayer, Monogram, Warner Brothers, and First National, Mr. Kelley adds to the Jam Handy staff another talented director well versed in the latest sophisticated Hollywood technique.

JAM HANDY PICTURE SERVICE

NEW YORK
230 Park Ave.

DETROIT
2900 E. Grand Blvd.
HOLLYWOOD

CHICAGO
6227 Broadway

in consequence, and we know they too, have appreciated our problems.

We feel that from this close co-operation with your committee we have gained distinctly in three ways:

In the first place, we have replaced considerable superficiality with a definitely growing desire for complete knowledge and facts on the part of our advertising personnel and advertising agencies in respect to all nutritional aspects of our products. We feel that this has been a definite educational advantage, not only to us, but consequently to the public which we serve. It makes us feel much surer of our ground and gives us greater pride in our job and our accomplishments.

In the second place, we feel that we have definitely benefited and are increasingly benefiting in our relations with the public and the trade. The seal of acceptance of your committee on all of our principal products and on the advertising of those products is, we feel sure, a growing asset. This is particularly true today when there is discernible in many quarters a growing skepticism concerning the

merits of certain products of industry and particularly the advertising claims made for those products.

Thirdly, and by no manner of means the least important, we have been enabled to start what we believe to be sound progress in respect to presenting our products and their true merits to a large group of professional people, both in the medical profession and related fields, who have so much influence upon the diet of the nation.

Probably there will continue upon rare occasions to arise issues upon which we may disagree. In such event we both shall state our position frankly. However, we cannot refrain from expressing in this letter the unusual satisfaction which has come from this relationship and our hope and belief that co-operation with your committee is a fundamental public service.

DONALD D. DAVIS,
President.

[EDITOR'S NOTE: The above is presented out of courtesy to Mr. Davis and not by way of correction. PRINTERS' INK did not report the alleged action against the A. M. A. seal of acceptance.]

Names Hillman-Shane

Lucien C. Wheeler, Los Angeles, importer of MacPherson's Cluny Scotch Whiskey, has appointed the Hillman-Shane Advertising agency, Inc., of that city, to direct its advertising account. Newspapers, rotogravure sections and class magazines will be used on the Pacific Coast. . . .

"Blade & Ledger" Resumes

W. D. Boyce Company, Chicago, will resume publication of *Blade & Ledger* monthly, beginning with the issue of January, 1936. A. H. Stillwell has been appointed representative in territory east of Buffalo and Pittsburgh. . . .

New Account to White-Lowell

The White-Lowell Company, Inc., New York, has been appointed to handle the advertising account of the Progressive Drug Company, of that city. A newspaper campaign on Yum, for headaches, is now being released. . . .

Joins A. N. A.

Miles Laboratories, Inc., Elkhart, Ind., has been elected to membership in the Association of National Advertisers. Herbert S. Thompson will represent the company in the A. N. A.

Reed on Census of Business

Vergil D. Reed, counselor in marketing, and associate professor of marketing at Boston University, has been appointed chief, Wholesale and Retail Trade, for the Census of Business 1935. The entire Census of Business is to be conducted from the Bureau of Census office recently opened at 2401 Chestnut Street, Philadelphia. . . .

Re-joins "American Traveler"

George I. Reid, recently with Dorland International Company, has re-joined *The American Traveler* and *Travel Agent*, New York, as assistant advertising manager. . . .

St. Louis with Buffalo Agency

Leonard A. St. Louis, for the last seven years with the Campbell-Ewald Company, has joined the Baldwin and Strachan Advertising Agency, Buffalo, N. Y., as art director. . . .

Pierce Airo Appoints Lehman

Pierce Airo, Inc., New York, maker of De Wald radios and electrical products, has appointed Hart Lehman, Advertising, New York, to handle its account.

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Labor Label Drive Opens

A NATION-WIDE campaign to urge women to buy only coats and suits carrying a "consumer protection label" replacing the former NRA insignia and signifying that the garments have been made under fair wage and hour standards, was inaugurated in New York last week.

The initial meeting was called by the Coat and Suit Industry Recovery Board and was attended by about twenty representatives of the leading women's clubs, civic and trade organizations. The audience was told that upon a boycott of

unlabeled garments by consumer rests the success or failure of the effort to maintain fair standards in the entire women's industry.

Pleas for the support of the label were made by Mary Anderson, director of the women's bureau of the United States Department of Labor; David Dubinsky, president of the International Ladies' Garment Workers' Union; Mrs. Malcolm MacCoy, former president of the New York City Federation of Women's Clubs, and Alexander Printz, chairman of the Coat and Suit Industry Recovery Board.

♦ ♦ ♦

S. Sumpter Smith Dies

S. Sumpter Smith, one of the founders of the Medford, Oreg., Sun, and until recently associated with the Medford Mail-Tribune, died in that city recently at the age of sixty-five.

Appoints Benson & Dall

Benson & Dall, Inc., Chicago advertising agency, has been appointed to direct the advertising of the home treatment division of the Thomas' Company, hair and scalp specialist of that city.

• this CODE will NEVER be repealed

"... not merely to impress the reader, but to impress him exactly as you wish him to be impressed..."

SO wrote Robert Louis Stevenson a half century ago, thereby proving himself to be a better merchandiser than he knew. Replace the word "reader" with "prospect" or "customer" . . . and you have the enduring code for successful merchandising.

Impress your customers as you wish them to be impressed—with your packages, labels, display cartons, window cutouts, transparencies, hangers, counter and ear cards, and outdoor posters, skilfully done in the "U S" manner.

"U S" service will make money for you—42 different types of selling helps. Write . . . or call "U S".



• ROBERT LOUIS STEVENSON, according to record, never conducted a market survey or plotted a sales curve, but his "best sellers" prove that he knew his market . . . and how to win it.

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI
209 Beech St.

NEW YORK
52-X E. 19th St.

CHICAGO
205-X W. Wacker Dr.

BALTIMORE
409 Cross St.

New Tools of Space Buying

(Continued from page 10)

is obvious. It is in use by two of the larger agencies who alternate in revising it each year. This is an interesting instance of agency cooperation in the matter of media studies.

Another method, now to be analyzed, is the outgrowth of the study just mentioned. It involves the establishment of an arbitrary maximum or limit of cost within which to confine media selections. A usual procedure is to set up a maximum milline rate that is not to be exceeded, based on some definite factor. It was quite customary to set a figure that would not exceed the average milline rate of a list of magazines that were being used—usually a figure of approximately \$5.50.

This yardstick was and may still be used by certain of the larger soap accounts. It was based on the theory that newspaper circulation did not warrant a higher rate than magazine circulation. This method did not take cognizance of the total proportion of the available newspaper circulation that could be bought at that figure.

With the advent of comics, which sensibly were sold in units of pages and half-pages instead of at a line, a figure of \$6.50 per page and \$3.50 per half-page per 1,000 circulation came into fairly general use. Perhaps all are not aware of the basis on which it was established.

It is what might be termed a proportionate rather than a comparative yardstick because it was based on the proportion of the total comic circulation that could be bought without exceeding these rates.

A list of all the comic circulations was prepared and upon analysis it was found that 75 per cent of the total could be bought at a rate of \$6.50 per page or \$3.50 per half-page per 1,000 circulation.

It was realized that this method would eliminate the papers of some

markets from consideration but its author was primarily interested in buying circulation at a price, irrespective of its location.

Out of this method of analysis another rate basis was evolved—an \$8 maximum milline which worked out for daily black-and-white space in the interest of a certain advertiser. This maximum of \$8 was established because it was determined that 90 per cent of the total circulation of all dailies could be bought at this price or less. This 90 per cent of the total circulation was found to be concentrated in approximately 60 per cent of all papers. Furthermore, this circulation could be obtained for approximately 80 per cent of the aggregate rate of all papers.

The remaining 40 per cent of the total, which had only 10 per cent of the total circulation, represented 20 per cent of the aggregate rate of all papers.

While sellers on occasion may get tripped up on these yardsticks, yet when sound in conception and applied intelligently, they are an assurance against unreasonable or unfair discrimination because an accurate yardstick should confirm as well as condemn.

There may be some who yearn for the good old days when a \$5,000 appropriation was split forty ways, and when there was a premium on personalities. These newer methods place a premium on facts and their interpretation. While the earlier agencies may have been successful rate buyers, their contributions in terms of successful advertising were limited, in comparison to the record of their present-day successors.

The stakes are higher today—the schedules are larger, though harder to get. There is, however, the greater possibility that they will fall to the deserving.

In presenting these sketchy analyses of certain current methods devised by media executives, I

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make no claim of recording all the studies of this nature that have been made; it is believed, though that they are adequate enough to indicate the trend by which all, whether buyers or sellers, might be guided.

[EDITOR'S NOTE: Mr. Dunne tells PRINTERS' INK he is sure that the several authors of these studies will supply further details to anyone who asks for them. PRINTERS' INK will forward such requests if they are addressed to this office.]

♦ ♦ ♦

Convention Dates

National Association of Manufacturers, Commodore Hotel, New York, Dec. 4-5.
National Retail Dry Goods Association, silver anniversary convention, Hotel Pennsylvania, New York, Jan. 20 to 24.

American Marketing Society, annual meeting, Claridge Hotel, Atlantic City, Nov. 29 and 30.

Sales Managers Bureau of the Chamber of Commerce of St. Louis, ninth annual sales executives conference, Nov. 22, Hotel Jefferson, St. Louis.

Associated Business Papers, Inc., and National Conference of Business Paper Editors, annual meeting, Waldorf-Astoria Hotel, New York, Dec. 2 and 3.

California Press Association, San Francisco, Dec. 6 and 7.

♦ ♦ ♦

New Addresses

John W. Cullen Company, New York, publishers' representative, International Building, 630 Fifth Avenue, Room 1556.

Hillman-Shane Advertising Agency, Inc., December 1, Park Central Building, 412 West 6th Street, Los Angeles.

Westco Advertising Company, 206 Sansome Street, San Francisco.

Link Belt Company, Chicago, executive offices, including advertising department, Bell Building, 307 North Michigan Avenue.

The Hower Advertising Agency Company, Denver, Col., is now located in suite 413, Midland Savings Bank Building, that city.

The Hotel News of the West, 302 Joshua Green Building, Seattle.

Ebersold-Oliver, Inc., 107 North Wacker Drive, Chicago.

♦ ♦ ♦

Campaign for Electric Razor

Advertising of the Platinum Products Company, New York, Lektrolite, is now being handled by Lambert & Feasley, New York, which also is handling the account of the Progress Corporation, New York, an affiliate. A campaign is getting under way to advertise the Packard Lifetime Lektro Shaver, electric razor.

A *Tonic* FOR SICK SALESMEN

If you have something you want to sell in the Newark market (and it's one swell place to sell anything), give it an even chance. Don't expect it to shout at customers from the dealer's shelves. Give it a front—and a back-ground. Give it a schedule of advertising in the **NEWARK EVENING NEWS**. Somehow, salesmen feel better when they know they have the **NEWARK EVENING NEWS** on their side. They want it because the retailer wants it. And the retailer wants it because he wants sales and knows this newspaper gets them for him—quick! The paper that is read daily by almost every family in the market isn't going to miss many takers for what you have. Try it and see the whole sales gang perk up, and the retailer get right up on his toes.

Newark Evening News

NEWARK, NEW JERSEY

O'MARA & ORMSBEE, Inc.,
General Representatives, New
York, Chicago, Detroit, San
Francisco, Los Angeles.

House Magazine, New Style

When It Changed, After Twenty Years, It Changed All Over, and Salesmen Applaud

PEOPLE like antiques, but rocking-chairs of the era of 1902 pall on their imaginations. Thus reasons Paul C. Yount, advertising manager of The Hobart Manufacturing Company, Troy, Ohio. He concluded that the same thing applies to printed matter, as well as to furniture, chromos for the walls of the living-room and roll-top desks.

"What they want today," says Mr. Yount, "is something darned old or something darned new."

Some twenty years ago Hobart inaugurated a house magazine called "The Hobartizer," to be sent out among its selling force. Until July of this year, the appearance of the publication had continued virtually unchanged. To make changes, the company officials felt, would sacrifice the magazine's individuality.

For several years, however, Mr. Yount has believed that since the company was constantly making every attempt to keep the design of Hobart machines and of the advertising to promote their sale strictly up to the minute, "The Hobartizer" should be dealt with in the same manner. He considered that the publication should reflect the same spirit of progressiveness that was shown in the products themselves and in the printed matter that went out extolling their merits.

The company has more than 1,000 selling representatives throughout the world and anything in the way of a regular company visitor to these men, reasoned Mr. Yount, should be dressed in the style of today rather than that of a generation ago.

At length Mr. Yount won the day and on him fell the job of getting out "The Hobartizer" in the fashions of 1935.

"I might add," he says "that the job was approached and done with fear and trembling. I more or less

expected that opinion would drive me to my corner, whipped to a frazzle—moreover, that the August issue would triumphantly come out, dressed in its old Gay Ninety togery, amid a storm of 'I told you so' applause."

Ballots were enclosed with the first modernized issue, for sales representatives to use in giving an expression of their opinion concerning it. The ballots came back in large numbers—the final count showed the organization to be not only overwhelmingly but enthusiastically in favor of the change.

Physical Appearance Only Change

The change, be it noted, is one of physical appearance only. The magazine has always been and continues to be devoted to the interest of the men who are selling Hobart products. It contains plenty of names and pictures, tells about the meeting of the Star Club, shows displays at association conventions and new installations, gives new appointments, news items of salesmen visiting the home plant and, in fact, all the intimate information and gossip that go to make up a successful magazine for distribution within a company organization. Such was the contents of the publication for twenty years before it attained to a new dress and such it continues to be today.

In its new design "The Hobartizer" has a type of layout that provides great elasticity—a wider scope for showing a rather large number of illustrations and a better chance for good, modern type set-up. Changes in color combinations both on the cover and within the magazine are made monthly. There are bleed illustrations, tint blocks behind captions for articles, little spots of color to call attention to the legends beside and beneath the illustrations. In short, the publica-

tion now accurately reflects in a modern way the sales activities of a large and progressive firm.

Concerning the benefits that may be expected to accrue to a company that steps up the appearance of its house magazine—which may have been going out to recipients with no change in appearance for many years—Mr. Yount has this to say:

"The efforts of those who are

sufficiently 'bold' to strike out fearlessly will be crowned with the same enlightenment and success with which we have met; that is, if they are confident enough to go all the way, instead of attempting to straddle the fence. They will find that they themselves have held their old forms much more closely to their hearts than their readers have done."

* * *

Bauman Changes Work

Oscar G. Bauman, for the last two years assistant production manager of the Procter & Collier Company, Inc., Cincinnati, has been appointed to the sales staff of that company's printing division.

* * *

Has Phoenix Oil Account

The Phoenix Oil Company, Cleveland, Green Seal lubricants and belt dressings and Murphy Oil Soap, has appointed Lang, Fisher & Kirk, Inc., of that city, as its advertising agency.

Fred Victor Dewey Dies

Fred Victor Dewey, pioneer California newspaper publisher, died last week at Santa Monica, Calif. He was seventy-five years old. Mr. Dewey went to California seventy-one years ago where his father had established a newspaper in Downeyville. In 1881 he founded a paper in Hanford.

* * *

Reed Succeeds Keller

Herbert Reed has succeeded George R. Keller as Detroit manager of the American Type Founders Company.



NEBRASKA 2nd in Auto Ownership 3rd in Farm Trucks per capita

Nebraska—first state in Farm Income per capita—is one of the greatest markets for autos and trucks—\$26,617,000 a year, according to latest U. S. Bureau of Census report. One-third of the state's auto purchases are made in Omaha!

You can cover this rich market with ONE newspaper—at ONE cost! The Omaha World-Herald has, for over 20 years, maintained a record of unbroken leadership in circulation, Advertising Volume and News Features. Few newspapers, anywhere, have as complete dominance in their territory!

Omaha World-Herald

Merits a Place on Every "A" Schedule!

O'MARA & ORMSBEE, INC., National Advertising Representatives

Chain-Store Sales

Company	October 1935	October 1934	% Chge.	10 Months 1935	10 Months 1934	% Chge.
*Sears, Roebuck (a)	\$37,710,648	\$31,201,216	+20.9	\$268,334,098	\$215,734,767	+24.4
*Mont. Ward (b)	35,897,447	29,703,511	+20.8	217,207,992	182,409,843	+19.0
Safeway Stores (c)	25,139,634	19,896,052	+26.3	220,177,484	183,591,201	+19.9
J. C. Penney	24,032,742	21,241,685	+13.1	169,622,663	161,351,447	+5.1
F. W. Woolworth..	23,383,131	23,303,733	+0.3	205,748,875	208,781,783	-1.4
Kroger G. & B. (d)	17,421,760	17,208,841	+1.2	174,995,696	168,435,453	+3.8
S. S. Kresge	11,925,369	11,498,690	+3.7	104,065,391	104,928,710	-0.8
W. T. Grant	8,365,097	7,822,201	+6.9	68,580,054	63,056,000	+8.7
American Stores (e)	8,362,032	8,354,964	+0.1	85,518,802	84,907,317	+0.7
Grand Union (f) ..	7,141,875	7,030,733	+1.5	21,003,306	20,653,381	+1.7
S. H. Kress	6,585,666	6,366,935	+3.4	57,831,917	57,067,782	+1.3
Walgreen	4,906,431	4,682,548	+4.8	47,497,805	44,102,474	+7.7
National Tea (g) ..	4,666,327	4,809,117	-2.9	46,795,841	46,437,832	+0.7
J. J. Newberry	3,747,269	3,448,201	+8.7	32,381,054	30,960,706	+4.6
G. C. Murphy	2,864,891	2,481,173	+15.4	23,622,705	21,058,966	+12.7
Lerner Stores (h) ..	2,787,750	2,501,620	+11.4	22,636,916	20,592,938	+9.9
Melville Shoe (i) ..	2,606,212	2,305,298	+13.0	24,849,475	21,967,406	+13.1
H. L. Green Co. (j)	2,475,845	2,327,406	+6.4	19,131,101	18,532,109	+3.2
McLellan Stores ..	1,746,027	1,678,295	+4.0	14,623,844	14,568,552	+0.4
Peoples Drug Stores	1,687,513	1,501,259	+12.4	15,496,709	13,506,088	+14.7
Neisner Bros.	1,647,775	1,411,793	+16.7	14,174,347	13,192,708	+7.4
Edison Bros.	1,607,757	1,244,443	+29.2	13,143,745	11,410,236	+15.2
Western Auto	1,534,000	1,574,000	-2.5	15,556,000	13,644,000	+14.0
Dominion Stores (k)	1,472,156	1,475,326	-0.2	13,511,261	14,674,381	-7.9
Jewel Tea (l)	1,424,741	1,363,333	+4.5	14,177,328	12,878,182	+10.1
Lane Bryant	1,217,287	1,178,690	+3.3	10,645,463	10,689,772	-0.4
Schiff Co. (m) ...	865,675	815,183	+6.1	8,130,093	7,807,061	+4.1
M. H. Fishman ...	339,150	347,893	-2.5	2,677,433	2,606,763	+2.7

*Includes both chain and mail-order sales.

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| (a)—4 and 36 wks. to Oct. 8. | (g)—4 and 40 wks. ended Oct. 5. |
| (b)—For October and nine months. | (h)—October and nine months. |
| (c)—4 and 40 wks. ended Oct. 5. | (i)—4 and 44 wks. ended Oct. 26. |
| (d)—4 and 40 wks. ended Oct. 5. | (j)—For October and nine months. |
| (e)—4 wks. and 9 mos. ended Sept. 28. | (k)—4 and 40 wks. ended Oct. 5. |
| (f)—13 and 39 wks. ended Sept. 28. | (l)—4 and 40 wks. ended Oct. 5. |
| (m)—4 and 36 wks. ended Sept. 28. | |

Number of Stores in Operation

End of October		End of October	
1935	1934	1935	1934
Kroger	4,253	W. T. Grant	470
Safeway	3,405	S. H. Kress	234
Jewel Tea (units)	1,584	McLellan	229
J. C. Penney	1,481	G. C. Murphy	189
National Tea	1,225	Peoples Drug	122
Kresge	741	Neisner	93
Melville	603	Edison Bros.	90

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Wants the Agents' Names

LIGHTNING FASTENER CO., LTD.
ST. CATHARINES, ONT.

Editor of PRINTERS' INK:

I think that the material that has been used in the article "Some Agents I Have Known" in your issue of October 31—and the manner in which it has been handled—might well be the basis for a worth-while sermon.

Just as it is specific facts that sell goods so it is specific identification that makes biography and history or any other such information interesting. It strikes me that the spark that would make this particular article interesting has been largely removed through lack of identification. Gossip on generalities does not spread far but gossip that is specific is always of the fast-spreading type.

Perhaps if the men had to be identified, this article could not or would not have been written—but wouldn't identification have been the making of the article if it was to be used at all?

Perhaps criticism of this kind even if well founded is not in order but as a long-time reader of your good publication, I am passing it on to you.

E. W. KELLEY.

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Death of E. R. Jones

Edwin R. Jones, who was publisher of the New York Journal under Albert Pulitzer before it was sold to William Randolph Hearst, died at his home in Greenwich, Conn., last week. He was seventy-six years old. Thirty-three years ago Mr. Jones became partially blind yet helped rehabilitate newspapers in Atlanta, Baltimore and Montreal. Twenty years ago he lost his sight completely but continued his activities. Almost all of his business was conducted over the telephone.

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"Bronx Home News" Additions

Richard W. Cooke, for the last eight years with Weil, McGinness & Sloman, and Don Campbell, for many years in the national advertising department of various publications, have been added to the national advertising staff of the Bronx, N. Y., *Home News*.



Rural and Farm Publications

Commercial Advertising Linage for October

(Exclusive of house, livestock, baby chick and classified advertising)

Monthlies			1935	1935	1934
	Pages	Lines	Pages	Lines	Lines
Country Gentleman.. 42	28,847	25,341			
Successful Farming.. 42	18,819	14,195			
Capper's Farmer .. 27	18,699	16,406			
Progressive Farmer & Southern Ruralist Carolinas-Virginia Edition	24	17,618	18,720		
Ky.-Tenn. Edition ..	24	17,381	16,015		
Georgia-Ala. Ed..	23	16,699	17,663		
Miss. Valley Ed..	22	16,060	15,358		
Texas Edition ..	22	15,937	16,813		
All Editions	17	12,524	13,826		
Average 5 Editions	23	16,739	16,914		
South. Agriculturist..	18	12,434	9,628		
California Citrograph	18	12,312	12,391		
Country Home	25	11,245	9,922		
Southern Planter ..	15	10,555	5,119		
Western Farm Life..	11	8,888	5,432		
Farm Journal	11	5,030	4,828		
National Live Stock Producer	5	3,949	3,171		
Breeder's Gazette ..	9	3,842	2,945		
Wyoming Stockman- Farmer	4	3,524	3,795		
Bureau Farmer	4	†1,980	1,069		
†Sept. and Oct. issues combined.					
Semi-Monthlies					
Farm and Ranch ..	21	15,709	13,212		
Farmer-Stockman ..	19	14,061	14,517		
Montana Farmer ..	15	11,209	10,992		
Hoard's Dairyman..	15	11,091	7,810		
Utah Farmer	14	10,662	7,939		
Arizona Producer..	13	10,403	8,044		
Missouri Farmer ...	6	4,871	5,809		
Arkansas Farmer ..	3	2,512	4,726		
Bi-Weeklies					
(2 Issues)					
Prairie Farmer					
Illinois Edition ..	34	25,034	15,597		
Indiana Edition ..	33	23,764	11,008		
California Cultivator	28	21,296	15,938		
Oregon Farmer	24	18,489	10,306		
Local Zone Adv.	1	*840			
Washington Farmer..	24	*18,272	12,742		
Local Zone Adv.	3	*2,233			
Weeklies					
(4 Issues)					
Pacific Rural Press	36	27,090	20,045		
Dairymen's League News	9	†6,231	†3,452		
†Five Issues.					
Farm Newspapers					
(5 Issues)					
Kansas City Weekly Star					
Missouri Edition..	9	22,276	22,700		
Kansas Edition ..	9	22,251	23,246		
Ark.-Okla. Edition	9	21,915	22,111		
Dallas Semi-Weekly Farm News					
Friday Edition ...	3	*7,656	*8,805		
Tuesday Edition..	2	4,619	7,682		
*Four Issues.					
(Figures compiled by Advertising Record Company)					

F. T. C.'s Activities

THE Federal Trade Commission has been bearing down rather noticeably of late on the "false and misleading" advertising business. Manufacturers and vendors during September signed thirty-six stipulations, agreeing to quit what the Commission calls unfair trade practices. Of these, thirteen dealt chiefly with advertising, and several others dealt with that among other subjects. In the same month six complaints on advertising were issued and two orders to "cease and desist." In one day this month three complaints against "false and misleading advertising" were issued.

Spokesmen for the Commission lay the increased activity to changing conditions, and particularly to radio. They admit that while in the fiscal year ending June 30, 1934, 1,800 cases were handled, in the fiscal year ending June 30, 1935, 3,350 cases came up for attention.

A cease and desist order issued against Frank A. Scervini of New York specifically directs that Mr. Scervini shall leave the words "manufacturer" and "makers of" out of advertising literature and radio broadcasts, until he owns and controls a factory in which his gelatine capsules and various druggists' supplies are made.

The Pioneer Maple Products Co., of St. Paul, Minn., was ordered to cease and desist from advertising its "Bucket Syrup" as having "the mellow richness of pure New England maple, and as 'gorgeous maple syrup.'" If the company wants to pin this label on its sweetening, says the Commission, it must make that syrup from maple sap, wholly or substantially, and if other ingredients are used, the label must tell what they are and in what proportions. The company did not contest the order.

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Wonders Joins Rayon Firm

F. J. Wonders, formerly with the House of Hubbell, Inc., Cleveland advertising agency, and more recently advertising manager of The Glidden Company, of that city has joined Industrial Rayon Corp., also of Cleveland, as advertising manager.



GOOD LUCK

A four-leaf clover may bring good luck to its finder. However, it has been our experience during 115 years of gold leaf manufacturing, that good luck is mostly a matter of good judgment.

Good luck does not enter into the manufacturing of Hastings Gold Leaf at any point. Our experience, constant research, practical day-to-day contact with actual users, a completely air-conditioned manufacturing plant and a proved combination of modern machine beating and skilled, craftsman-like hand beating are types of good judgment that are more resultful than all the four-leaf clovers in the world.

That's why you'll find that most of the fine catalog stamping, window and truck lettering, outdoor signs and products stamped with trade-marks are done in Hastings genuine 23-karat gold leaf. It never tarnishes.

Write for samples, suggestions.

HASTINGS GOLD LEAF

Manufactured for 115 years by
HASTINGS & COMPANY
819 Filbert Street Phila., Pa.

Branch at Chicago, Ill.

Whoops!

Business *is* good!

Says who?

Well, says the Detroit News on pages 30-31 in this issue. And they say it's "In the bag" for 1936.

And good old basic commodity steel is charted and graphed for your hungry eyes on pages 60-61 by Scripps-Howard's Press of Pittsburgh.

The Detroit Times backs up the News' enthusiasm—giving you employment figures that aren't censored or tidied up. Just the raw dope on how many people are riding to work and home again each day compared with a year ago. See page 56.

Then up in good old New England where all this cheer started flowing quite a few months ago. As New England eats or starves, it seems, so eats or starves the nation—a few months later. Look at what the Journal-

Printers' Ink Weekly and
the High I.Q. men

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Bulletin of Providence finds banks doing on page 5.

But what of the West and the South? Take a quick survey of Oklahoma where the soil and oil pour riches that flow back to Detroit and Pittsburgh—yes, and to Providence. The Oklahoma City Times and Oklahoman on pages 70-71.

Business is good.

Each issue of **PRINTERS' INK** gives more and more evidence.

Now is the time to advertise to get more business.

And now, Mr. Publisher and Mr. Agent, is the time to advertise—in **PRINTERS' INK**—to get more advertising. Because P. I. reaches the men who buy advertising. Reaches more of them than any other medium available.

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men
Printers' Ink Monthly reach
American Business

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell
John Irving Rorer, Editor and President
1908—1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
B. W. LAWRENCE, Secretary
G. A. NICHOLS, Treasurer and Editor
C. B. LARABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue: Andrew M. Howe, Associate Editor; P. H. Erbes, Jr. Washington, 1208 Carpenters' Building: Chester M. Wright.
London, 30 and 31 Great Queen Street, W. C. 2: McDonough Russell.

ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue: Gove Compton, Manager.
St. Louis, 915 Olive Street: A. D. McKinney, Manager.
Atlanta, 60 Twenty-sixth Street N. W.: H. F. Cogill, Manager.
Pacific Coast: M. C. Mogensen, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months.
Canada \$4 plus duty \$2.00 a year. Foreign \$5.

NEW YORK, NOVEMBER 21, 1935

Sanctified Now, Let's Go! It seems that business men are growing tired of shuffling off to Washington; and their boredom in that respect argues a renewed interest in another—and a more normal—activity.

Time was, and not so long ago, when Washington needed but emit a chirping noise, and executives—some of them impelled, perhaps, by patriotism, but most of them by a benumbed but fatalistic curiosity about what was going to happen next—executives piled into Pullmans and rattled off to Pandemonium-on-the-Potomac.

But now the pilgrimages are subsiding; and the railroads that converge at the national capital will need to reconcile themselves to something of a slump in big-shot passenger business.

Nor is this new disinclination merely tacit. At least one corporation head, invited to come on down and help out in a little job of co-ordinating, has said: "No!" and

not bothered to add: "Thanks."

To George L. Berry, Co-ordinator for Industrial Co-operation, who plans a conference of industry, James F. Bell, chairman of the board of General Mills, Inc., last week sent this telegram:

I think proposed meeting with industry most inadvisable at this time. I am convinced it can do nothing to promote recovery and will retard it by adding to present confusion and uncertainty. Industry is supposed to be having a breathing spell and should not be disturbed by possibilities of new and untried legislation.

In any event, time is too short to permit deliberate action or sound fundamental conclusions. Since none of those present will have been selected by industries they presumably will represent, results of their conclusions can in no way be binding. Not being able to subscribe to desirability of such conference at this time, I do not feel I can attend meeting.

And it was last week, also, that Commerce Secretary Daniel C. Roper assured the Associated Grocery Manufacturers of America, Inc., that the breathing spell actually is breathing. "It means," said the Secretary, translating the President, "that the basic program of reform has been completed." And further to clear the air, the Secretary defined and described the Administration's feelings about bigness. "Bigness," he said, "has been a natural and fundamental factor in our national development"; and "if we are to be motivated primarily by the assumption that bigness must be penalized and restricted merely because of its size, broad and penetrating recovery will be impossible."

It has been rumored that Mr. Roper is an astute politician. But, be that as it may, on the morning his speech made Page One, the Washington correspondents predicted, guardedly, a putative, possible, and projected reduction of \$500,000,000 in the national budget.

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So much for last week's revelations.

Their purport? Perhaps it's this: Business, travel-sated, is settling down to making things and selling them—and doesn't want to be disturbed. And the Administration, despite the fact that a half-billion cut in our altitudinous budget sounds like a 10-cent slice off a war debt—the Administration seems inclined at last to permit national recovery to proceed.

Having reformed us, having purified our souls, our Government now disposes that we may live a little while and, sanctified economically, renew our pursuit of prosperity and happiness.

And benumbed we all are, indeed, if we don't get going.

Blessings All Around

To its members, the New York Council of the American Association of Advertising Agencies sent word that it would be honored, at the fall meeting, by the presence of the juniors.

"Send those men and women," the agencies were urged, "who ordinarily don't go to Four-A meetings."

For these, the council staged, last week, "A Condensed AAAA Convention"—and, in the process, demonstrated an expedient that with profit, might be adopted by other business organizations.

In scope, last week's gathering of tomorrow's seniors in the agency business was, in fact, a full-fledged, Four-A session—compressed within the seven hours from 3 to 10 p.m.

From the agencies, from industry, from the bar, from the ranks of those who, as editors of advertising journals, observe advertising technique and record advertising progress—from an even dozen of spheres of activity that impinge upon advertising came speakers with their data and wisdom and inspiration.

To the juniors, there was an opportunity to see and hear just how

a Four-A convention looked and sounded. Here was an opportunity to see and hear the leaders and the wise men, to weigh and assay their ideas and doctrines and to decide—and on this point, no doubt, there were chasms of variance—which of the aforesaid leaders and wise men merited credence and agreement and, perhaps, emulation.

To the seniors, to those who staged the affair and participated in it, here was challenge. Youth demands. Youth demands to be shown.

And to any business organization, here was a convention model worth study to the end of adaptation. Conceivably, it helped the juniors. Unquestionably—and if for no further reason than the responsibility served to chasten their souls—it brought to the seniors benefits even greater.

Nebraska's Reconstruction

Four years of searing drought. Blinding, choking dust storms. Then rampaging floods, accompanied by tornadoes, bringing ruin, desolation and death. Such was the lot of the Republican River Valley country in Southwestern Nebraska.

Scarcely had the crest of the flood receded when, bringing once more to the surface reserves of pioneer courage and determination, the Republican Valley people rolled up their sleeves and set about to rebuild. The fruits of their undimmed energy, witnessed by a PRINTERS' INK representative who attended the Reconstruction Jubilee at McCook, Nebr., are an inspiring display of unconquerable spirit.

On the material side, considerable interest attaches to the Burlington Railroad's role in the reconstruction. Folks out that way credit the Burlington with having spent more money and accomplished more than either the municipalities or the Federal Government.

Inaugurating the largest railroad

building project in recent years, the line built anew a stretch of some 130 miles of right of way at an expenditure of some \$3,000,000. The job was started in early June and trains were running over the new roadbed the latter part of October. Meanwhile, many of the public roads and bridges in the area are still out.

Anent this achievement, the editor of the Benkelman, Nebr., *Post*, made an observation which seems worthy of echoing here. Said he:

"We don't know whether the Burlington organization could be classified as 'rugged individualism' in this ever-changing age of Government reasoning or not, but somehow we do feel that if this is subject to such classification we'd like to see more of it."

Atlanta Sets an Example

Last week, three collaborating newspapers in Atlanta—all by themselves and all unknown to us—wrote a **PRINTERS' INK** editorial.

To advertisers and advertising agencies, the three newspapers sent the following communique:

"The Atlanta newspaper publishers, in a sincere desire to co-operate with their advertisers at all times, have permitted a condition to develop that, not only seriously threatens the future interest of the public in the news columns, but also, in our opinion, threatens to weaken the value of the advertising columns.

"Reader interest, and therefore reader confidence, is the backbone of advertising value. Voluntary expressions from our readers who are in no wise connected with our businesses or yours, convince us that the unwarranted amount of so-called publicity that our newspapers have been carrying is beginning to undermine this confidence.

"Therefore, in the best interests of you and ourselves, effective immediately, we have decided to discontinue publicity stories and

pictures, except in those instances in which the subjects discussed are of such interest as to deserve comment in our newspapers without regard to advertising.

"Atlanta merchants have too big an investment in the advertising columns of the three Atlanta newspapers to place the pulling power of these columns in jeopardy. Therefore, we ask your wholehearted co-operation in this step, which we know to be of benefit to the merchants and newspapers alike."

And there's our ready-made editorial, argument and all. We add but this: We applaud the Atlanta idea. We hope it survives and thrives and spreads.

"Thanks, Kentucky"

Endless, it seems, are advertising's uses. The other day, in newspaper copy, a business enterprise thanked the voters of a State.

Kentucky had balloted on State prohibition. Had Kentucky gone dry, Kentucky's distilling industry would have been driven elsewhere; and thousands of her colonels would have grieved.

But Kentucky voted wet.

And in newspapers throughout the State, Frank B. Thompson, president of the Glenmore Distilleries Company, took display space to say, in part:

The mandate of the people continues distilling in Kentucky. We recognize in this vote of confidence a privilege—and an obligation.

We therefore pledge ourselves anew to support the laws of the State—and welcome the strictest regulatory laws that may best carry forward the cause of Moderation, Temperance and Tolerance.

You people of Kentucky have registered your faith in us. We shall demonstrate by our acts that we deserve it.

Amid the blue grass, obviously, still grow chivalry and graciousness—their virtues undimmed by Kentucky's good, sound sense.

Back to Bedrock

In all this trend toward more diversified agency service, let us keep the emphasis where it belongs.

What an agency *thinks* about an advertiser's requirements must precede and control what it *does* about them.

And in the soundness of that thinking the agency meets the greatest and oldest requirement, namely—to make an advertising success.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

"NOT HOW MUCH, BUT HOW WELL"

The Little Schoolmaster's Classroom



IN introducing four new soups to the market, Geo. A. Hormel & Company staged a little special promotion in New York.

Two cans of each of the new soups (Noodle, Cream of Mushroom, Vegetable-Beef and Cream of Tomato) were bundled into a basket and shipped to food editors of New York City papers. A card attached announced the birth of quadruplets to Hormel; pink and blue ribbons and a responsible stork lent their touch of authenticity to the idea.

The quadruplets make it twelve for Hormel now.

• • •

On October 30, the Des Moines *Register* and *Tribune* was host to 275 advertisers at a rather unusual luncheon. The purpose of the affair was to introduce the personalities behind the headlines with the end in view of giving the advertisers a keener understanding of the inner workings of the newspaper and an opportunity to get better acquainted with the paper's editorial staff.

Gardner Cowles, Jr., executive editor, acted as master of ceremonies and introduced and questioned

twenty-seven of the newspaper's leading writers and news executives, who in brief fashion outlined the highlights of their respective duties and departments. Thus Mr. Cowles called upon Jack Sutte, head of the *Register* and *Tribune's* library: "Jack, how many pictures do we have on file in the R. & T. library?"

"There are over 1,125,000 pictures in the library," responded Mr. Sutte.

"If Aimee McPherson should have quintuplets tonight, how much material on her is on file in our library?"

"There are at least 500 good pictures."

The editorial department of a modern newspaper is made up of a host of men and women—editors, reporters, cartoonists, photographers, feature writers copy-readers, artists, columnists, to mention but a few—whose jobs and responsibilities are practically unknown to the layman. And because the advertiser is often apt to be a layman in this respect, it would appear that this idea of the Des Moines *Register* and *Tribune* is one that could be capitalized by many other publi-

If this is **MUTINY**



SO BE IT!

If the Telegram in Toronto, *Canada*, finds a flaw in any public question it will fight in the face of tremendous odds. No quarter is asked. The public may have been carried away by the subject—small but vital details overlooked. When the Telegram opens fire unthinking enthusiasm dies away—clear-sighted opinions replace it. The flaws in another plan have been exposed by the Telegram's logical and fearless analysis.

Torontonians realize that in the face of conflicting opinions they will find a shrewd, careful analysis in the Telegram. Hence its power . . . which reaches the most concentrated area in *Canada's* richest buying market. Your advertisement in the Telegram is backed by the whole weight of the Telegram's prestige in Toronto.

TORONTO
IS A
"TELEGRAM" CITY

Self-supporting PREMIUM PLAN

- ◀ rewards consumer with clear saving of ONE DOLLAR for purchasing your brand...
- ◀ involves NO premium cost or handling bother to you...
- ◀ out-pulls ordinary merchandise premiums, because *individually-made* for each customer...

WRITE FOR SPECIFIC RECOMMENDATIONS
NEW PROCESS STUDIOS, Inc.
49 EAST 21st STREET, NEW YORK

ACCOUNT EXECUTIVE WANTED

We're looking for someone who is not entirely happy in his present arrangement—someone who will appreciate

a really congenial working atmosphere. This agency is more than 20 years old, fully recognised and highly regarded. The applicant can do as much or as little creative work as he pleases. An unusually generous commission arrangement awaits the man whose billings over the past five years averaged not less than \$50,000. Our staff has been advised of this advertisement. Replies will be held in the strictest confidence. Write "W," Box 185, Printers' Ink.



LABELS-SEALS

All kinds for packaging, decorations, advertising. Address labels. Striking, practical designs. Write for free samples and prices.

ST. LOUIS STICKER CO.
1903 PINE STREET — ST. LOUIS, MO

cations to both their own and their advertisers' advantage.

Ink bottles, like any container, can be advantageously re-styled, and the re-styling is going on under our noses. Waterman only a short time ago brought out an ink bottle with a many faceted surface that



can be rested on any of its faces to make filling a pen easier as the bottle is emptied.

Now the C. W. Smith Company produces a Rite-Well with a special little jigger glass in the neck of the bottle. The user turns the bottle upside down with the cap on, rights it, and the well is filled. The fountain pen can be filled without being thrust deep into the bottle as long as there is ink left.

Thus it goes. A package drifts along for years without being re-

... on the air for

CAMPBELL'S TOMATO JUICE



GEORGE

GRACIE

BURNS & ALLEN

A WILLIAM MORRIS BOOKING

WEDNESDAYS...8:30 P.M...C. B. S.

WILLIAM MORRIS AGENCY, INC.

HOLLYWOOD

LONDON

CHICAGO

Mayfair Theatre Building, NEW YORK CITY

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considered, when, suddenly, somebody finds that something important can be done about it.

...

"May I join the Class?" asks Herbert A. Thompson. He presents the following letter as his credentials:

"I think (remember, you asked for it) that R. E. Alexander, who was so irked by the professional and commercial birthday cards, has a good irk coming.

"There is, as you know, one school of thought that isn't a darned bit pleased at having their birthdays dished up to them, either commercially or socially for that matter. My observation brings to light the fact that a man isn't bucked up by being reminded that he is now a year older. He doesn't wholeheartedly respond to age compliments until he is about seventy-five.

"After forty, a man begins to take a little stock in the good old slocum (derivation: slogan, hokum) 'A man is as old as he feels' and he doesn't want to be made to feel old by having an optometrist try to hang a pair of bi-focals on his proboscis. To most people, the bi-focal is the badge of advancing age. What a sales inspiration!

"If the insurance man is smart, I should think that he would write a letter. He is the only one with a real excuse.

"A part of my job is that of being alert to the interests of my clients. Besides congratulating you on still being young enough to be of interest to an insurance company, I should like to call your attention to the fact that you still have another ninety days in which to add to your retirement fund at the same rate as last year.' Or words to that effect.

"Just what excuse a lawyer has for doing a birthday direct-mail job, I can't see unless he suspects the victim of having reached an age of indiscretion which may re-

At every

SPORTS EVENT

GOLF TOURNAMENTS
FOOTBALL GAMES
HOCKEY MATCHES
BOXING BOUTS
ETC.

typical readers' of

SPORTS

ILLUSTRATED
(formerly Golf Illustrated)

display their buying-power.

See the fine CLOTHES, the shiny AUTOS, the MONEY they spend to prove that—

***OTHER PEOPLES' LUXURIES ARE THEIR NECESSITIES.**

DATE CARD AND CIRCULATION STATEMENT NOW AVAILABLE

SPORTS ILLUSTRATED

432 FOURTH AVENUE, NEW YORK

FOR SALE— to a Food Manufacturer

Thirteen years of advertising and sales experience combined with a reasonable amount of ability and originality in retail merchandising. Seller desires better prospects and more substantial return for unlimited investment of time and effort. Reply to "G," Box 187, Printers' Ink.

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding twelve copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.



Want Photo Offset

\$1.50 per
100 copies 6 1/2 x 9
4 1/2 x 7 1/2 1000
minimum order \$2.00

W.A. 100-2-1111

J. A. WANT ORGANIZATION

187 FIFTH AVE. N. Y. C.

Merchandising and Sales Executive

Well established and amply financed manufacturer of a staple food product is looking for a sales executive.

Qualifications: Old enough to have had real experience in sales promotion, but young enough to show driving force and an appetite for hard work. Able to cooperate with associates and inspire subordinates. Capable of developing effective merchandising plans along practical lines and directing their successful execution through the sales organization—to show salesmen how to get results as well as tell them. Real opportunity for the right man.

Direct letter of application to "X," Box 186, Printers' Ink. Detailed outline of previous experience, qualifications, age and salary expected is required. Applications treated as confidential.

...ACCOUNT EXECUTIVES

Small, but financially sound, recognized agency is ready to add one or two free lance men controlling accounts in \$25,000 to \$50,000 class, on a mutually profitable basis. Confidential. Our staff knows of this advertisement. "J. M.," Box 89, P.I.

Photo Prints

Any size Any quantity

DISPLAYS and BLOW-UPS. Black and white or colors. Lowest prices.

We are specialists in coloring and framing.

P. NEW PROCESS STUDIOS, Inc.

51 East 21st St., NEW YORK CITY
Telephone TO. 6-4312

LETTERHEADS
—
ENVELOPES
—
OFFICE FORMS
—
INVOICES

PRINTING Quick! Careful! Reasonable!

• PHONE: MURRAY HILL 4-3320 •
CUSTOMER SURVEY PRINTING
12 EAST 32ND STREET NEW YORK CITY

LEAFLETS
—
BROADSIDES
—
BOOKLETS
—
LABELS

TORONTO
MONTREAL
WINNIPEG
LONDON, ENGLAND

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

quire legal talent of a little more imaginative type than the ordinary run of corporation affairs.

"When it comes to letters from credit managers, I am with Mr. Alexander 100 per cent.

"What have we done to you that you are neglecting us the way you have been for the last two years? Can we apologize to you in our largest show window? Isn't there any way we can fix it up?"

"That is the net of those ways. Sure you could fix it up. Stay after hours some night and take out the card that my buying record is on. Find out what my weakness was as regards your store. If it turns out to be hats, dictate a short note to me about as follows—I'm a little bit impressionable when it comes to being remembered:

"I was down in the hat department a few minutes ago. Those Knox hats you found so comfortable and becoming back in 1930, weren't in it with the new ones I just saw down there and seeing them reminded me that you haven't been in lately. Won't you come in and look them over? If you do, I am sure that you'll find them almost made to order for you, from the standpoint of style and price. If after seeing them, they aren't just that, come up and tell me. We want you to have the kind of hats you like."

"I don't suggest that as the last word, but that is the type of promotion of 'inactives' that will bring them back when the crying and wailing type of appeal fails. Even if it was suggested that a man ought to buy himself a new hat or what-not for his birthday, it wouldn't entirely spoil it."

• • •

A member of the Class writes in to tell the Schoolmaster that the Post Office Department isn't spend-

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Classified Advertisements

BUSINESS OPPORTUNITIES

A well equipped and established 4-A Pacific Coast Agency would like to establish contacts with agencies seeking Pacific Coast representation. Box 938, Printers' Ink.

HELP WANTED

Interesting Proposal

to young, talented, successful salesman of color offset lithography. Call for appointment—Astoria 8-7101.

Small Agency wants competent stenographer who can also help on books. No knowledge of bookkeeping required. This agency is interested only in promotional material—the kind of girl who wants to graduate from stenography to production, copy or contact work. Starting salary \$25 a week. Apply by letter. Box 960, Printers' Ink.

SALES-ADVERTISING MAN

There's an interesting, profitable opening (near N. Y.) for sales-advertising manager who "knows how" by mail. I've spent 25 years building up SUCCESSFULLY. I'm looking for man to step in my shoes. His opportunity is as big as mine, IF he can produce. State age, experience, religion, everything, FULLY. Box 971, Printers' Ink.

Business paper publisher located in Middle West has opening for man who can fit himself into the picture of co-ordinating interests of the various departments and promoting sale of each department's products. Such a man should be sales minded. To this man there is a real opportunity to show results with a well-known, responsible publisher. Write, giving an outline of your experience, to Box 972, Printers' Ink, Chicago, Illinois.

ABLE COPY MAN

Growing New England A.A.A.A. Agency has opening for high grade all-round copy man who is a real producer. The job particularly requires broad experience on trade and industrial advertising and sales promotion literature. The right man will also have an opportunity to work on our most important magazine, and newspaper accounts. We believe he will find his work and associates congenial with ample opportunity ahead. If interested, write giving full particulars re age, past experience and positions held, accounts worked on, references and salary expected at start. Box 970, Printers' Ink.

MISCELLANEOUS

Wanted to Buy Formula

for Metall'ic Ink Varnish. Advise price and all details concerning merits your formula. Box 961, Printers' Ink.

UNUSUAL ECONOMIES EFFECTED!!

Improved process reproduces illustrated advertising literature, sales letters, bulletins, etc. Cuts unnecessary. 600 copies \$2.50; add'l hundreds 20¢. Samples. Laurel Process, 480 Canal St., N. Y. C.

WE BUY, SELL, APPRAISE PUBLISHING BUSINESSES, and advise with publishers regarding their problems. Harris-Dibble Co., 11 West 42nd St., New York City. Telephone LOngacre 5-6540.

POSITIONS WANTED

FREE: A PRACTICAL CAMPAIGN planned to your needs; no obligation. By competent young copy man seeking advertising assistant's job. Box 966, Printers' Ink.

Production Man, typographer, printing buyer, 12 years' agency experience. One year print shop. Careful buyer engravings, electrotyping, composition. Know New York market thoroughly. Box 965, P. I.

Young Man, conscientious secretary, experienced Graphic Arts industry, seeks responsible position as assistant to advertising executive. Salary secondary to opportunities offered. Box 963, P. I.

SECRETARY—Young woman, American, experienced circulation (A. B. C.) seeks position where breeding, intelligence and executive ability may lead to advancement. References. Box 962, P. I.

Sales Executive Available

experienced in food and drug lines. Particularly qualified to promote sales through medical profession. Box 967, P. I.

SECRETARY—Young lady—energetic, competent. 10 years' advertising agency experience. Extremely rapid stenographer and typist. Thoroughly familiar with agency routine. Excellent references. Box 964, Printers' Ink.

ENERGETIC YOUNG SALES PROMOTION MAN (28). For progressive mfg. or sales organization. Can sell, can handle sales pro. and advertising. Knows drug and food fields. University grad. Moderate salary. Box 957, Printers' Ink.

EXECUTIVE with proven successful record for twenty years in management, sales, advertising, direct mail, and house organs, is seeking a connection. Organizer and lecturer on business topics. Not restricted as to territory or initial remuneration. Write or wire for interview and credentials. Box 959, Printers' Ink.

SALES-ADVERTISING EXECUTIVE Capable, ambitious young man with unusual business acumen, merchandising ability, and fine record, seeks greater opportunity. Sound knowledge of advertising creation and production, plus background of successful sales management. Now salesmanager outstanding novelty manufacturer. Age 30, married. Address Box 969, Printers' Ink.

This Advertising Agency

knows a man who has sold year after year upwards of \$200,000 worth of merchandise in New England. For excellent reasons, he is looking for a new connection. Invites correspondence from manufacturers who desire an unusually capable hard-working representative who is producing. Box 968, Printers' Ink.

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No responsibility is as-
sumed for any omission

Advertising rates: Page \$135; half page \$67.50;
quarter page \$33.75; one-inch minimum \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

ing all of its efforts in producing stamps for philatelists' collections—and a consequent increase in postal receipts—but that at last they are carrying their sales message to the consuming "Garcian" public.

"The Post Office Department will have exhibit space and will also have in attendance clerks to answer any questions that pertain to the mails," reads the official notice relative to the exhibit of All-Media-Graphic Arts this week at the Hotel Pennsylvania.

While it is not new, this idea of the post office having space in business shows and exhibits of direct mail in New York, it is believed that a new angle has cropped out this year.

The postal authorities have the routing of the exhibit in hand and will repeat the performance wherever the exhibit is shown.

• • •

Football fans this fall have been mildly astonished to be greeted at the stadium gates by the cry, "Feathers here. Get your winning colors. We're giving them away."

The answer was, of course, advertising. The makers of Three Feathers Whiskey—Oldetyme Distillers, Inc.—have entered into competition with the traditional vender of authentic feathers by putting out paper feathers in college colors, carrying the college letters and the message "You always win with Three Feathers Blended Whiskey."

Oldetyme Distillers say they have made much talk, done Three Feathers sales much good, and, honestly, people are carrying Three Feathers advertising around on their hats without wincing.

♦ ♦ ♦

"Voice of Experience," New Publication

Voice of Experience, beginning with a December issue, will be published as a monthly magazine by Engel-van Wiseman, Inc., New York, by special contract with Dr. M. Sayle Taylor, who conducts a radio program as the Voice of Experience. The magazine will be standard-size in rotogravure. Jerome van Wiseman is president and publisher; E. E. Zoty, for thirteen years circulation manager of Macfadden Publications, is circulation manager; William A. Haupt is advertising manager and Julian Funt, managing editor.

TRAVEL



Promotion

CREATING and producing advertising pieces for railroads, steamship lines, tourist agents, and hotels, we have accumulated, in the past 40 years, a very practical knowledge of Travel Promotion which is useful likewise to department stores, clothing stores, dealers in sporting goods, gift shops, and many others who get (or should get) business from the traveling public.

Travelers buy not only transportation but hats, apparel, books, luggage, cosmetics, and a variety of other products — and think of the vast number of gifts bought for going-away friends!

Our experience in this field may add to the effectiveness of your printed matter, but not to its cost. Try it. Telephone ME-3-3500.

CHARLES FRANCIS PRESS
461 EIGHTH AVENUE, NEW YORK CITY

TRAVEL

promotion



EACH of several Chicago stores spends in the Chicago Tribune on a single day as much as some general advertisers spend in all Chicago media in a year.

Have you reached the saturation point in your Chicago sales?

CHARLES FRANCIS PRESS
141 EIGHTH AVENUE, NEW YORK CITY
NEWSPAPER ADVERTISING IS POINT-OF-SHOPPING ADVERTISING

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